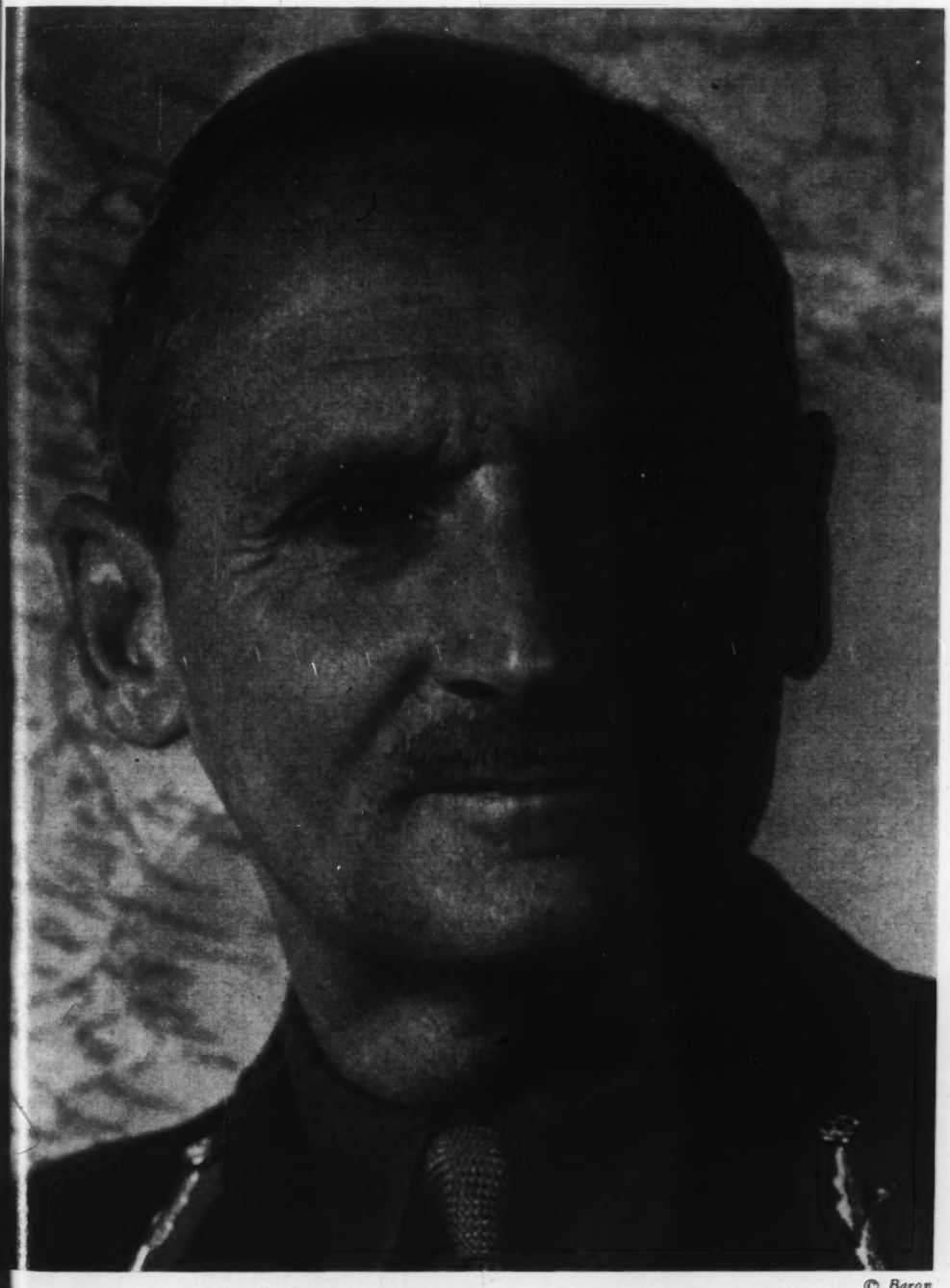
Saturday Night

November 6, 1954 • 10 Cents



© Baron

FIELD MARSHAL MONTGOMERY: Guns and butter (Page 4).

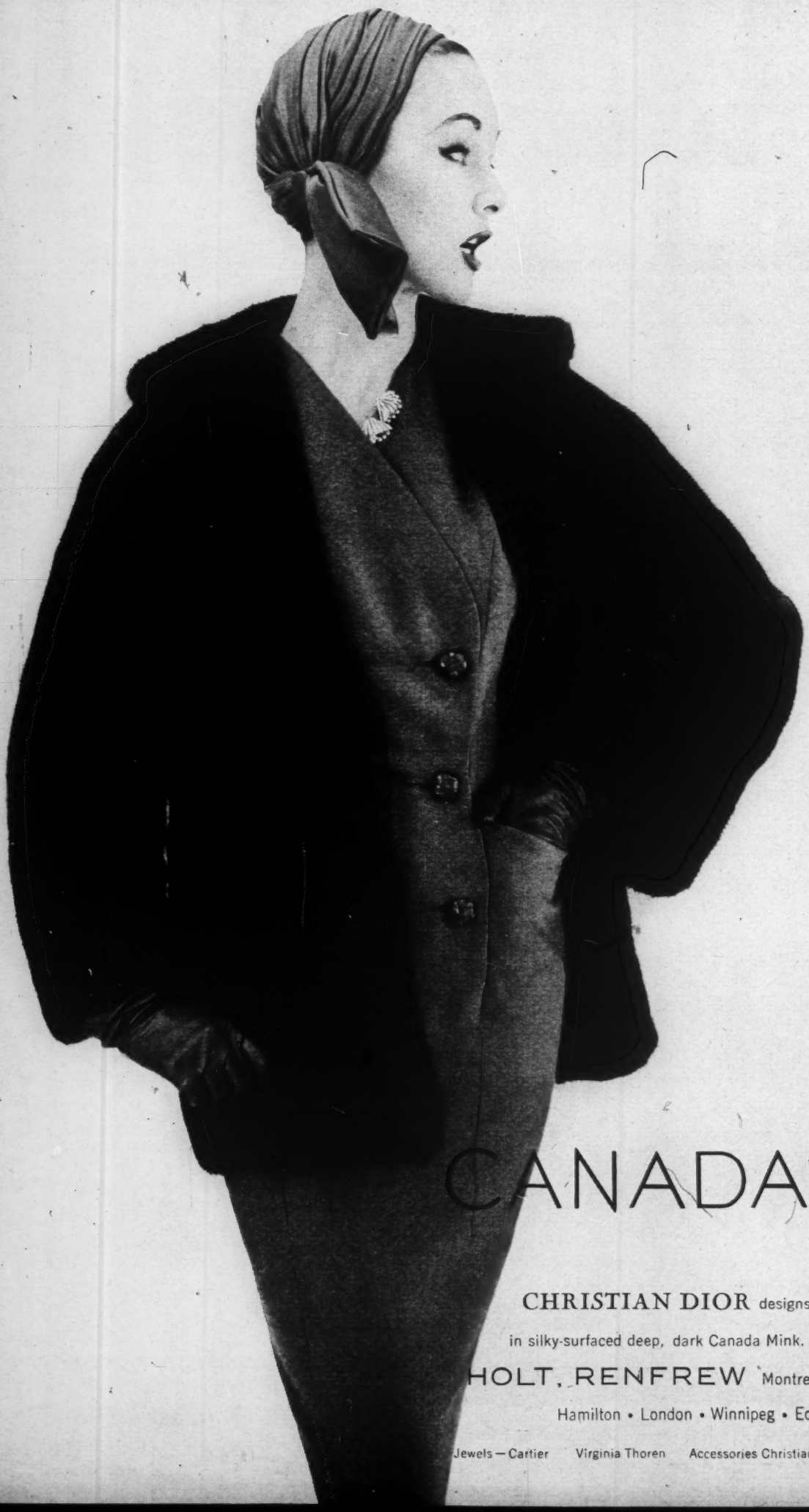
The Front Page

There never was a time when the spiritual leadership to bring a people out of a morass of doubt and fear was more needed than it is now. But seldom has there been a time when such leadership was so conspicuously lacking.

Speaking to a group of Canadian students of theology the other day, Major-General L. J. Pike, chaplain general of the British Army, said that there was a great need for ministers in the world, and especially in Canada. There was a "great thirst for the Word of God", he said. He was reciting only facts. What he could have added was that few of those now calling themselves Christian ministers, in Canada at least, are doing anything to assuage the thirst; they are too busy with their petty rivalries, with pink teas and bazaars, with devices for collecting money, to have much time left for feeding that faith in the Eternal without which man is less than a beast.

There are exceptions, of course—men who spend themselves without stint in inspired spiritual service. But they have been too few to halt the slump of this country's Christian ministry into a sort of

WRITERS AND CRITICS
By Morley Callaghan: Page 7



CANADA MINK

CHRISTIAN DIOR designs this brilliant jacket, "Voyageur,"
in silky-surfaced deep, dark Canada Mink. Exclusively ours in Canada.

HOLT, RENFREW Montreal • Quebec • Toronto • Ottawa
Hamilton • London • Winnipeg • Edmonton • Calgary

Jewels—Cartier Virginia Thoren Accessories Christian Dior - New York Canada Mink Breeder

CONTINUED FROM PAGE 1

peevish materialism. As a result, the work of Christianity is going by default to the witch doctors, the quacks and the experimenters bred by an age with an almost religious belief in the power of science; the psychiatrist's couch is replacing the pew as the healing place for the bewildered and fearful.

The groping minds and souls of men make it impossible for them to exist in a vacuum of disbelief. It is in their very nature to seek and find something to worship. If great numbers of them have now put their faith in money or in the intellect of other men, it is because they have been failed by the preachers of Christianity, who have been so eager to destroy other religions that they have made a mockery of their own. How can faith in a doctrine of love and compassionate understanding be inspired by men who, blatantly claiming that they have been called by the Almighty to expound His Word, spend their time squabbling about inconsequential differences in creed and striving with angry and intolerant energy to impose their own narrow views of morality on everyone?

In Canada, the symbol of two thousand years of Christian ministry is a beautiful shell of a church with a bazaar or a bingo game in the basement.

Electronic Passion

YOUR RESPECT for electronic computers continues to grow. A playful professor (let him be nameless) fed what he believed to be a collection of endearing words into the computer at Manchester University, and the long-suffering machine dutifully reassembled the mess in the following order: "Darling sweetheart, you are my avid fellow feeling. My affection curiously clings to your passionate wish. My liking yearns for your heart. You are my wistful sympathy, my tender liking. Yours beautifully—." It is quite clear that these computers, as well as being handy with figures, have pretty strong stomachs, and the next logical experiment would be to give the Manchester machine the professor to chew, digest and spit out, all nicely reassembled.

Crime and Punishment

DR. NICOLAAS DE WET PANSEGROUW, a South African who in his 34 years has collected a remarkable number of scholastic honors, has written a definitive work on probation and, as a member of the UN Secretariat, was editor of the UN publication *International Review of Criminal Policy*, arrived the other day to begin his work at the University of Toronto as the first Cassidy Research Visiting Professor. When we met him, talk inevitably turned to crime and punishment.

"It's fashionable just now to say that

The Front Page

the idea of punishment for crime is outmoded," he said. "While there is no positive evidence that punishment serves a useful purpose, no one can say that its results are entirely negative — but we know that other methods do work. The opposite of punishment need not be mollycoddling, with criminals any more than with children. Things can still be unpleasant—segregation, for instance. But when a patient with an infectious disease is segregated, it is not done for the sake of being unpleasant to the patient. Segregation of psychopaths? Well, the first thing to be determined is what a psychopath is. Too many people, psychologists among them, use the term as a wastebasket for any offender not easily classified. If the word is used in a restricted way, say for the hardened repeater who is extremely difficult to reach, then possibly segregation is the answer. At least it is a safeguard for the rest of the prison. But it is, in a sense, an admission of failure to do something effective for these persons.

Bachrach

DR. NICOLAAS PANSEGROUW

"You see, we all talk about crime as if it were a simple thing, capable of some facile solution. It's not. Superficially speaking, there are three kinds of criminals: the one whose behavior is a direct result of some mental illness such as paranoia; the one who commits a situational crime—the lover who kills his rival or his sweetheart; and the offender whose offence is repetitive and whose behavior is tied up with that of others—the burglar, the pickpocket, Murder Incorporated. The first type suffers from a disease and should get treatment for it. The second, irrespective of his offence, can frequently be handled by probation. The third one is a problem of organized vice and its treatment depends, in the last analysis, on the state of public morality.

"Capital punishment? The fact that the psychopath seldom stops to reason out the consequences of his behavior is a strong argument in favor of its abolition. There is no scientific proof that corporal punishment is a deterrent, either, even with small children."

Pigskin and Catgut

IT IS A sorry sports event these days that doesn't provide the cash customers with some extra entertainment as a sort of bonus for their hardihood in venturing away from their living rooms and television sets. The "added attractions" usually are nubile young women who provide the necessary element of suspense by threatening to burst out of their skins at any moment. A rather startling departure, however, has been made by the Washington Redskins, a professional football club, which has hired a symphony orchestra to amuse the spectators at half-time — an addition to the American way of life as wildly experimental as that other American invention, the Banana Split. Oddly, music critics are not given passes to the press box, which is confined to sportswriters who thus have an opportunity to talk with fine impartiality and distinctive idiom about the failings of conductors as well as quarterbacks. Football enthusiasts are said to be as dubious as music lovers about the experiment, but both groups undoubtedly will be reconciled when they get used to reading, in the sports pages, such observations as: "In one lyric interval, Wochiehovics tossed five bullets to rookie end Bohonnik. First violin Jones recovered his own fumble of a diminished seventh."

Civil Defence

ONE OF the results of the storm that brought tragedy to Toronto and nearby areas a couple of weeks ago was a lot of solemn talk about civil defence. The full extent of the disaster was still not clear when Maj.-Gen. F. F. Worthington, Dominion co-ordinator of civil defence, rushed out with a statement that not only many lives would have been saved but property damage would have been less severe if there had been an adequate civil defence organization in Metropolitan Toronto. Others in cities from coast-to-coast picked up the cry and for a little while managed to stir up some public excitement. But a month from now, civil defence will be as dead a duck as it was before Hurricane Hazel hit Southern Ontario.

It is little wonder that Canadians are

The Front Page

about as interested in civil defence as they would be in a review of last year's chess tournaments in Outer Mongolia. They are complacent, and their complacency is not likely to be disturbed by the conflicting statements of ministers of the Federal Government, who seem unable to agree at any time about the prospects of peace; they have yet to be convinced that civil defence is an urgent matter (if peace is so precarious, why isn't there some form of conscription?); and above all, no one has tried to explain to them, except in the vaguest way, what they should be expecting in the way of attack.

The people in the big cities know what old-fashioned bombs do to a built-up area; they have either lived through it or seen the results in pictures. But it will take a great deal to convince them that an aggressor will send squadrons of planes across thousands of miles of land and sea simply to drop high explosives and incendiaries on, say, Montreal and Toronto when he can blow industrial Canada to smithereens with a half-dozen missiles which may not even carry pilots. There may be some men in Canada who know how the people in a big city can protect themselves against the hydrogen bomb, but if there are, they are keeping mighty quiet about it. As far as the public knows, the only real measure of civil defence for the great mass of people in the event of attack by nuclear weapons is to get away from the target area as fast as possible. If this assumption is correct, then the first step in civil defence is to build the necessary exits from the cities; at present even week-end holiday traffic is enough to reduce movement to a dismal crawl.

Comfort for the Ill

SPEAKER René Beaudoin announced the other day that a nurse had been hired to look after members of the Senate and the House of Commons. At first glance it would seem to be just another of those appointments dreamed up by the Federal Government to put a little more fat on a civil service already grossly overweight. After all, while most of the Senators bear a great weight of years—it's doubtful if they are so far gone that they need the services of a nurse; and the elected members of Parliament have become used to having their noses blown and didies changed by cabinet ministers. A soberer second look at the hazards on Parliament Hill, however, makes one wonder how the parliamentarians have been able to survive this long with only the ministrations of fellow members who happen to be doctors. When one thinks of all the splinters, calluses, neuroses and verbal exhaustion constantly threatening the legislators, one realizes what a humane step the Government has now taken.

Writing and Science

ONE OF THE MATTERS troubling a great many thoughtful people is the fantastic extension of scientific knowledge without any proportionate increase in human wisdom—a condition of imbalance that may end in a tremendous bang, since the scientists have given their fellow citizens the fuse for the ultimate explosion. *The New Men*, a fine novel published recently by Macmillan's, examines the moral issues of this situation, and does it with authority; the author, C. P. Snow, is both a scientist and a skilled writer.

Lotti Jacobi

C. P. SNOW: Writing comes first.

We met Mr. Snow a couple of weeks ago, when he visited Canada with his wife, the novelist, critic and essayist, Pamela Hansford Johnson. It was a trip combining business and pleasure; Mr. Snow is a director of English Electric, with a particular interest in the company's handling of personnel. "We have been taking six engineering graduates from Canada each year for special training in our English establishments," he told us. "We've been getting such a fine calibre of young men that we're considering increasing the number. But I also wanted to meet some of your writers here. Actually, I now handle my business affairs in the time I have left over from writing."

Which came first, the novels or the science? "My aim from boyhood was to become a creative writer. But I was born poor, and I first made my way into the most practicable career open to me, as a professional scientist. Getting through the university (Leicester and Cambridge) on scholarships, I did graduate research in physics at Cambridge, and continued in scientific work and college administration through the thirties. At this time, I had published my first works." When World War II came, he was one of the men selected by the British Government to "direct the use of scientific personnel". "There were only so many trained scientists, and arrangements had to be made to make the best use of their brains."

The idea of a cycle of novels depicting the conflicts of our time came to him in 1935. *The New Men* is the fifth in the sequence. "Altogether," he said, "there will be eleven. I could not do any writing during the war years, of course. I have the next two pretty well prepared and it should be finished in about ten years."

Blood on the Moon

THE TIME has come again for men to venture out into the impenetrable forests tucked in the corners of farmers' fields, to endure hardship in hunting lodges, and with keen eyes, steady nerves and relentless trigger fingers to track down and destroy pigs, cows, each other and a few wild animals. It is also the time when farmers rush their livestock into the protection of barns and get ready to repair damage to fences and outbuildings. It is the time when it is safer to be a deer than a man. It is another hunting season.

Commuter (*Cover Picture*)

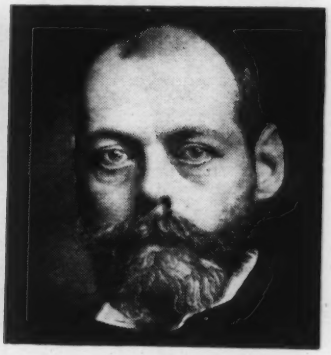
SHARP-FACED Field Marshal Viscount Montgomery is becoming a fairly regular commuter to Canada, and on each trip there seems to be something for him to open. Next week it will be the Royal Winter Fair at the Coliseum in Toronto's Canadian National Exhibition grounds. He could probably go through the ceremony in his sleep, but he is just as careful about his sleep as he is about everything else he does.

The Field Marshal's visit to the Royal Winter Fair, however, will give him a pleasant break from his duties with NATO. Some months from now, when the politicians get through haggling, German troops will join the NATO forces, and supervising their training will be Montgomery—the same Montgomery who just nine years ago stood on Luneburg Heath like a fighting cock and accepted the surrender of the remnants of the German armed forces. Now he will be happy to have them working with him. His mind is a precise, unsentimental bit of military machinery — and we wouldn't wonder that, while at the Coliseum next week, he will be calculating how many troops could be fed for how long on the food being displayed.

Sir Winston Churchill Approaches Eighty

— *"It Is Better To Be Making the News Than Taking It."*

ANCESTORS: John Churchill, first Duke of Marlborough and his wife, Sarah Jennings, respectively brilliant general and trusted confidante of Queen Anne.



PARENTS: Jennie Jerome, his American-born mother and Lord Randolph Churchill; "I was brought up in my father's house to believe in democracy."

1900: SOUTH AFRICA: "I was very lucky. Nothing in life is so exhilarating as to be shot at without result."

1939: AT THE ADMIRALTY to take up the post he had held in 1914: "Carry on and dread nought."

1941: IN OTTAWA: "We have not journeyed all this way . . . because we are made of sugar candy."

1946: IN WASHINGTON: "I think 'No comment' is a splendid expression. I am using it again and again. I got it from Sumner Welles."

1954: BLACKPOOL, ENGLAND: "I have good hopes that if the free nations persevere soberly and patiently together we may yet rescue the future of mankind."

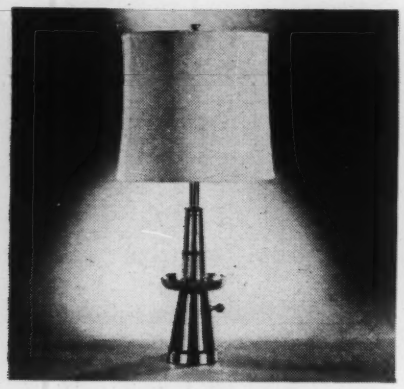
Photos from The Bettmann Archive, S & G, WIB, International and Reuter

It's packed with gifts for the home loving!

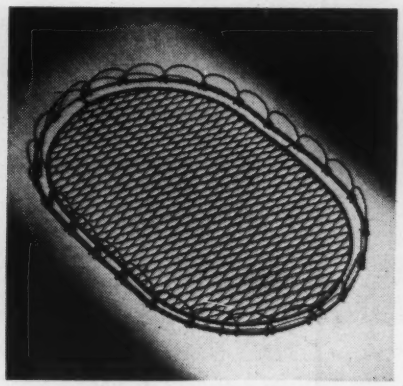
SANTA'S SUGGESTION SHOP

Newly opened and as pretty as a Christmas package, this delightful shop is brimming with the most tantalizing gifts . . . collected by our interior decorators, who are there to help you choose. The modest prices will delight you. Visit us, phone or write soon!

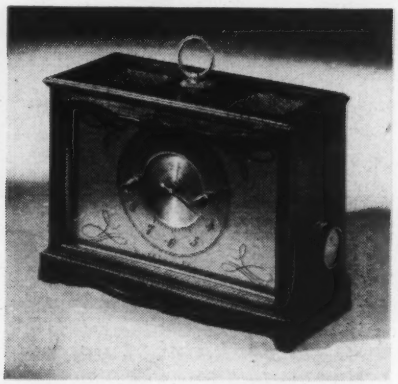
Fifth Floor, Bay Street end.



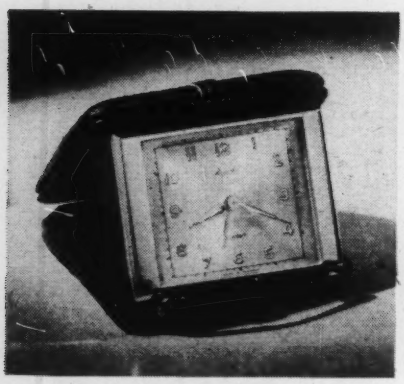
Stiffel Signature Lamp. Brass base. Each $50.



Black Wrought Iron Tray. Each 7.75.

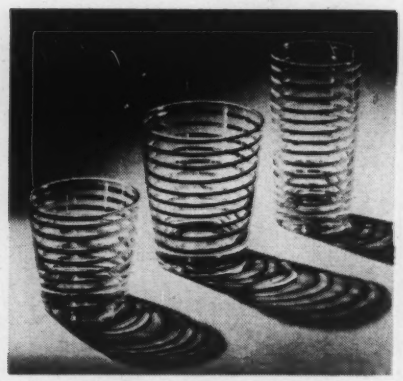


Halicrafter Clock Radio. Antique walnut, limed oak or mahogany case. Each 89.50.



Travel Alarm Clock. Can be removed from case. Brown, blue, green or red reptile. Each, 10.95.

Sunbeam Electric Percolator. Fully automatic. 8-cup size. Each 34.95.



Swirl Design Glasses. Black or white with silver inside. Double old-fashioned, each 4.00; highball, each 3.50; old-fashioned, each 3.50.

PHONE TRINITY 8111 OR WRITE SIMPSON'S SHOPPING SERVICE,

Simpson's TORONTO

Writers and Critics: A Minor League

By MORLEY CALLAGHAN

I WISH THE NATIVE book reviewers would make life and letters seem a little more exciting for me. As an old subscriber to the gazettes, and dug in here on my native heath, I naturally turn to the book page every Saturday, and then am left feeling apathetic about the whole business of writing and reading. The making of books seems to become a sedate, joyless and rather gutless occupation. Not that all the reviewers take the same tone. In my Saturday reading I'm offered a whole gamut of tones, from the completely impersonal, or the chatty and cute, to the tone of the senior magistrate; yet each one of these tones, though no doubt scoring a calculated effect on some readers, leaves me with the conviction that these reviewers feel secretly lucky that the editor has given them space at all to write about such things as books.

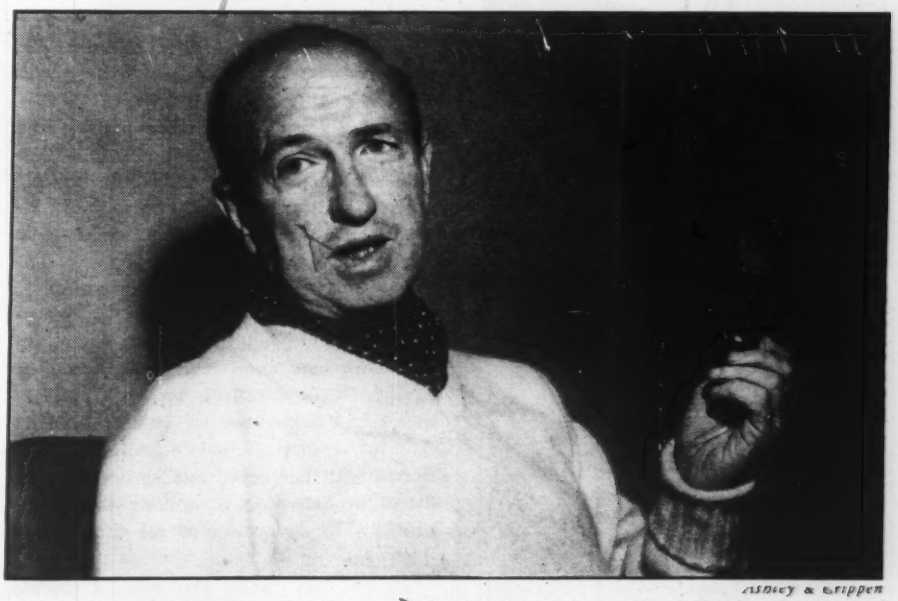
It may be, of course, that the books I'm sure are important don't rate the full-bodied attention of the reviewers. It's all a matter of taste. I may represent a pathetic minority. Yet with the arrogance of the isolated I have it figured out that the editors must have taken the reviewers aside and told them to remember that they should have the great common touch. This would be a fine touch for a woman's page. It's wrong for a book page. The book page is the one place in a paper where a little distinction in perception is expected and necessary. A reviewer should let himself go. Better be hanged as a toothless lion than as a toothless sheep. The one thing in the world that a reviewer these days doesn't have to worry about is his loss of influence. The last reviewer in America to have a personal influence on the sale of books was the late Alexander Woolcott, an elegant old dear who had a genius for pushing third-rate writers and making them sound attractive.

A native book reviewer might say in defence that in this country it is beyond his powers to make any writer sound exciting and important in the newspapers when the whole cultural tradition is against him. Around here, he would say, the typical cultural figure is the alderman —not the writer; how can he, a mere reviewer, buck this tradition? And he would say, "Ask any school boy to name ten great names in Canada and you will get ten kinds of aldermen—big and little ones, all the way up from city councils to cabinets". So how can he, a reviewer, pretend that a writer should be taken with the same high seriousness in newspapers dedicated to aldermanic culture? There is a lot of truth in this. But the reviewers are the press agents for another view of life. If they go on being passionless, sedate and respectable, then their editors are right in believing that literature is small potatoes and that aldermanic culture always will prevail.

The real mistake the professional reviewers make, it seems to me, is in thinking of themselves as performing a public service: they come to see themselves as interpreters of what their audience would like. They feel like salesmen in a book shop dealing with customers who count on being handed something that won't offend them. Any real perception becomes of minor importance on the theory that elusive perceptions, the iceberg under the water, will not be caught anyway by the general reader. It is the "I am reading this book for you, my weekly readers" point of view. Well, they should cut it out. It is this attitude that makes so much book reviewing across the country seem so stodgy and emasculated, and how can it help be otherwise?

A man can react to a book only for himself. His only concern should be with his own relationship with the book. As soon as he starts using the beating of his heart to measure the reaction of ten thousand readers, then the passion or the mockery or the desire to reject brutally is drained out of him. Also, he inevitably fools himself. In his column he may think he is playing the role of midwife, guide, the professional, the pastor, the shepherd, but his little prejudices and malices will all leak out anyway, all watered down by his sense of responsibility. Critics with this sense of responsibility, so dreary and heavy-footed, are a pain in the neck. I think everybody, book reviewers, authors, editors and the general public would be much happier, and the vast sobriety of the literary life in Canada lightened merrily, if the people who write about books, the boys who throw the publicity light on the business, would stop reading and writing about books in the spirit of "I am reading the book, Mrs. Jones, and don't worry, I am keeping you in mind," and simply put down their own bitter or bubbling, happy or contemptuous reaction to the thing in hand.

MOST CRITICISM is nonsense anyway when it tries to be impersonal. Anybody will respond to a sharp personal reaction no matter how bumbling it is. If the book reviewers would let themselves go and lay about them openly with the bludgeons of their wild prejudices and fierce frustrations and foolish vanities, then they might make an author feel that he was alive; he would shake himself and stir and let his cry of pain be heard across



Ashley & Crippen

MORLEY CALLAGHAN: "A reviewer should let himself go. Better be hanged as a toothless lion than as a toothless sheep."

the Vinoy Park HOTEL

St. Petersburg, Florida

The largest and finest fireproof hotel on Florida's Gulf Coast . . . directly facing Tampa Bay and tropical waterfront parks. Fresh water pool and 18-hole golf course. Guest privileges at exclusive Bath Club at Redington Beach. All recreations available. 375 rooms. American Plan. Superb cuisine. Folder and rates on request. Address .....

Sterling B. Bottome, Managing Director

BY APPOINTMENT
SHERRY SHIPPERS TO
THE LATE KING GEORGE VI

Gonzalez

WORLD RENOWNED

Sherry and Port

GONZALEZ BYASS
& CO. LIMITED
LONDON

JEREZ, SPAIN
OPORTO, PORTUGAL

54GB-1

the land. Just think! The living cries of living people. And maybe even the sound of blows falling.

As it is now, the writer and the critic, in what they do to each other, don't rate much space in the newspaper, largely because the relationship is mild, chummy and folksy and minor league. But what if writers and reviewers should decide they are worthy of that imaginative role that the alderman, the politician, play in the minds of the newspaper editors, and behave with the same hypnotic audacity? If a mayor in Toronto is scolded by the editorial writers, he roars right back; they print his statement; he cries out to the world that he is going on the air to explain himself. Authors never demand this right to explain themselves. Maybe the reviewers make them feel dull and inert, although they may be slandered right and left, even if more by ineptitude than malice.

As it is, if you try to have some fun with the native critics there's always someone tugging at your sleeve. I remember when my play *To Tell the Truth* was at the Royal, and I tried, after the curtain had fallen for the last time, to step on the stage and jibe a little at the critics. I was taken aside and told you must never laugh at critics; they would never forgive you and would get you in the end. But surely in the Canadian literary life, more than any place on earth, there is room for some hearty laughter. The trouble is that the critics bleed more easily even than writers, which requires some bleeding indeed, and anyway, writers are always put off sadly by the explanation of the book reviewer's editor, "But this is an honest opinion".

As a writer I've had an amiable relationship with our reviewers. Not exactly a love affair, mind you. But no writer can expect all reviewers to like his work. It would be a sad reflection on him if they did, and some of the comment on my work in certain quarters here has been as intelligent and perceptive as anything I've got in the United States. And even when it hasn't been intelligent it has always been honest. The absolute honesty of our book reviewers should never be questioned. In fact, it is this honesty that has frightened me. When my book *The Loved and The Lost* came out, a lady in retirement did it for the CBC. In her opening gambit she stated the theme of the book—an approach to the solution of the Negro problem, and then proved that I had in no way solved the problem. And of course I hadn't. All that was wrong with her noble exposition was that I had no intention of solving the Negro problem; it was news to me that it was the theme of my book.

It was my fault, I'm sure. I should make things clear. But a very honest person can be so emphatically bewildering.

Macmillan

ETHEL WILSON: Her book in the year's crop stood out like a sore thumb.

The real dilly in the field of honesty, as far as that book was concerned, was a piece turned out by a lad in *The Canadian Forum*, who wrote that I had the advantage of knowing James Joyce and yet in the book I in no way showed his influence. Anywhere else in the world this would be regarded as all to the good. Yet it was supposed to be a critical rebuke. And honest as the day is long. And two of the Toronto reviewers complained with distaste that there was too much drinking in the book; one went so far as to explain that he, too, knew people in Montreal, and these friends of his didn't find it necessary to be always ordering a drink. I still can't see the relevance of this; I don't question the temperate habits of his friends. Naturally such a comment in a review could come only out of a monumental honesty.

I CAN ALSO give as an example a case where the reviewers might have made a writer and a book and what happened to it seem important by a little passionate squawking. Last year Ethel Wilson's book *The Equations of Love* came up for consideration for the Governor General's medal. Such a medal would have been a little recognition for one of the few writers in Canada with any real identity. Her book in the year's crop stood out like a sore thumb. After a lot of hemming and hawing the book was passed by—no doubt for honest moral reasons. Was there any squawking from our book reviewers? Not that I heard of, anyway. In their role of shepherds and fathers of families they held their peace. But again, it is all a matter of taste. Maybe they would have squirmed with indignation if a writer I considered talented and interesting was singled out for some special distinction.

Letter from Montreal

The Aristocracy of Corruption

By Hugh MacLennan

AFTER MR. JUSTICE CARON'S now famous judgment in the vice probe, I heard it suggested that Montreal's civic government would be a disgrace to a banana republic. This seemed unfair to me. The aristocracy of the corruption, the pedigreed quality of the incompetence revealed by this latest investigation was much closer to the pattern of an Italian city state at the time Stendhal wrote *La Chartreuse de Parme.*

Ours is the most courteous city in Canada. Despite the election, it may never have much confidence in Pacifique Plante and Jean Drapeau. It is a breech of etiquette here to ask who pays whom, for if questions like these are answered truthfully, necessary institutions will fall. This is a city in which men learn in their youth, without even being told, that to ask questions is a proof of immaturity.

CP

MR. JUSTICE CARON: Admired.

Although we despise that form of Babbitry which masquerades as public spirit, there is no town on the continent where the club spirit is better developed. The club may be a mansion with wine-red draperies and liveried servants, or it may be the back room of a barbotte establishment. What matters is that it is a club in which the members understand one another. On the rare occasions when a club member receives unfavorable publicity, we assume that someone has blundered. Montreal never had a Joseph Howe, a lack in her history for which she feels no envy of Halifax. Howe thought that clubs are bad for government and he was so naive that he believed that graft, privilege and favoritism would be abolished if a community were told the truth.

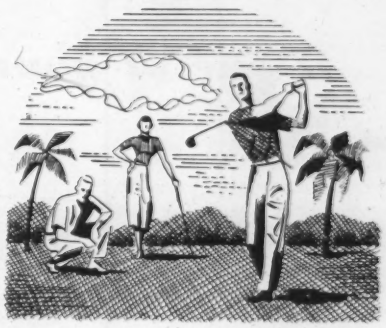
Truth is a monster before which Montreal has yet to quail. In 1909 a Royal Commission reported the truth about the prostitution industry. In 1918 another investigation did likewise. In 1925 Mr. Justice Coderre said in his judgment: "Vice shows itself in our city with the hideousness and insolence that are born of the certitude that it will be unpunished." Now in 1954 Mr. Justice Caron has left us in no doubt that, while he considered the twenty policemen he convicted to be guilty as charged, they were not the important culprits. "The source (of their orders) was not determined." The source of such orders never is determined in Montreal.

The chief victim of the investigation was Police Chief Albert Langlois, MBE, who was fined by the judge, severely rebuked, dismissed from his post and forbidden to hold any municipal office for a year. As soon as his appeal was filed, the Chief put on his uniform replete with campaign ribbons and went down to his office. "Encouraged by the strong support I have received from all quarters," he stated, "I cannot shirk my duty and will continue to serve the city as in the past."

Nonetheless, His Lordship's judgment placed Montreal in something of a quandary. A civic election was scheduled and for once a good many people felt it a duty to vote. But hardly anyone was familiar with the Chinese box of a constitution the city now has. As it turned out, the citizens decided some action was needed, and voted.

As for the prostitution, most people I talked to felt it was unfortunate that so much publicity had been given to this aspect of our civic life. "What will happen to the family if Pacifique Plante runs the prostitutes out of town?" one voter asked me. "We might have divorce then —like in the States, *hein?* The thing to stop is the crooked contracts." Wandering around town before the election and sampling opinion was more fascinating than the movies. "Mister—so you think we ought to 'ave an honest mayor? How is an honest man going to find out the

Lots More Fun on the AMERICAN PLAN



A Hollywood Beach Hotel vacation is more fun because everybody gets acquainted at this friendly American Plan hotel. Steak Nights around the pool, dances, water carnivals, and other fun-filled parties create an air of good fellowship and "get-togetherness." And it's all included in your American Plan rate . . . and all right here on the grounds of this fabulous 15 acre playground.

- Championship 18 hole golf course
- Olympic size pool
- 800 feet of private beach
- 4 tennis courts • Movie theatre
- World famed food

Hospitality Begins Here!

IT'S NOT TOO EARLY TO MAKE YOUR RESERVATIONS FOR OUR ANNUAL GALA CHRISTMAS HOLIDAY HOUSE PARTY!

Hollywood Beach Hotel

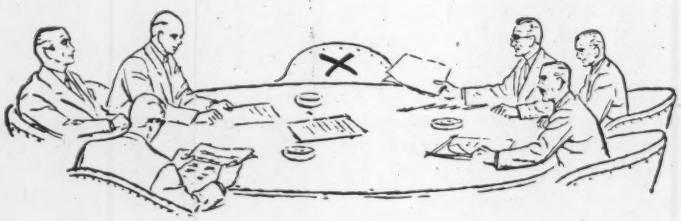
HOLLYWOOD-BY-THE-SEA IN FLORIDA

New York Office: 400 Madison Avenue
MUrray Hill 8-6667 or see your travel agent

Phone or write for our new, free colorful brochure.

How much would you lose

if one of your key men died?



Nearly every business can point to at least one key man . . . an irresistible salesman, a far-seeing buyer or a brilliant organizer . . . who contributes notably to its success. His death would be a severe blow. Reorganization would be necessary. Production and profits would suffer.

Your firm can protect itself financially against such a risk. This is how it is done.

A Great-West Life "Key Man" Business Insurance plan will provide immediate cash to cushion the loss; to enable you to seek a suitable replacement for this man; and to offset loss of income or profits during the period of disruption. Cash made available in this way is tax-free.

If you have a key man in your firm, this plan can help you. Take advantage of the specialized business insurance service offered by Great-West Life representatives. Remember—*men*, not machines, make profits.

Write to our nearest branch or direct to our head office, for qualified advice regarding your particular situation.

Your future is our business to-day!

GREAT-WEST LIFE

ASSURANCE COMPANY

HEAD OFFICE—WINNIPEG

C.P

POLICE CHIEF ALBERT LANGLOIS

crooks, eh? How is he going to know enough? We need a clean-out. Sure, sure. But for mayor the man for me is somebody with brains. Somebody with background. Somebody I can trust. No more bums down there, that's what I say."

If things were going easily here, I doubt if Mr. Justice Caron's truly horrific judgment would make any more difference than Mr. Justice Coderre's made twenty-nine years ago. The city was enchanted with the judge's language, which on occasions had a dry, aristocratic irony that was a delight to read. I even heard it suggested that the Montreal Tourist Bureau make excerpts from his recital and circulate them, the argument being that they would bring tourists to the city in unprecedented floods from all over the continent.

The present is not easy because the city is being hit in the only two places in which its hardy organism is sensitive to pain—in its comfort and in its pocketbook. One of the men castigated by His Lordship with especial verbal severity has been in charge of our transportation system, which is so awful that half the population is unnecessarily tired most of the time from having to go to and from their work packed like sardines in staggering street-cars that frequently don't move for five minutes at a time.

Every day the traffic dilemma becomes more acute and more obvious. If the city continues to permit downtown parking, the congestion will become solid within another five years and a good many of the shops will have to go out of business. If it forbids it, the car-owners will have to compete for space on trams and buses that are already groaning. Under the freight of an additional hundred thousand straphangers, the transit system will collapse entirely. It is said that something will have to be done and

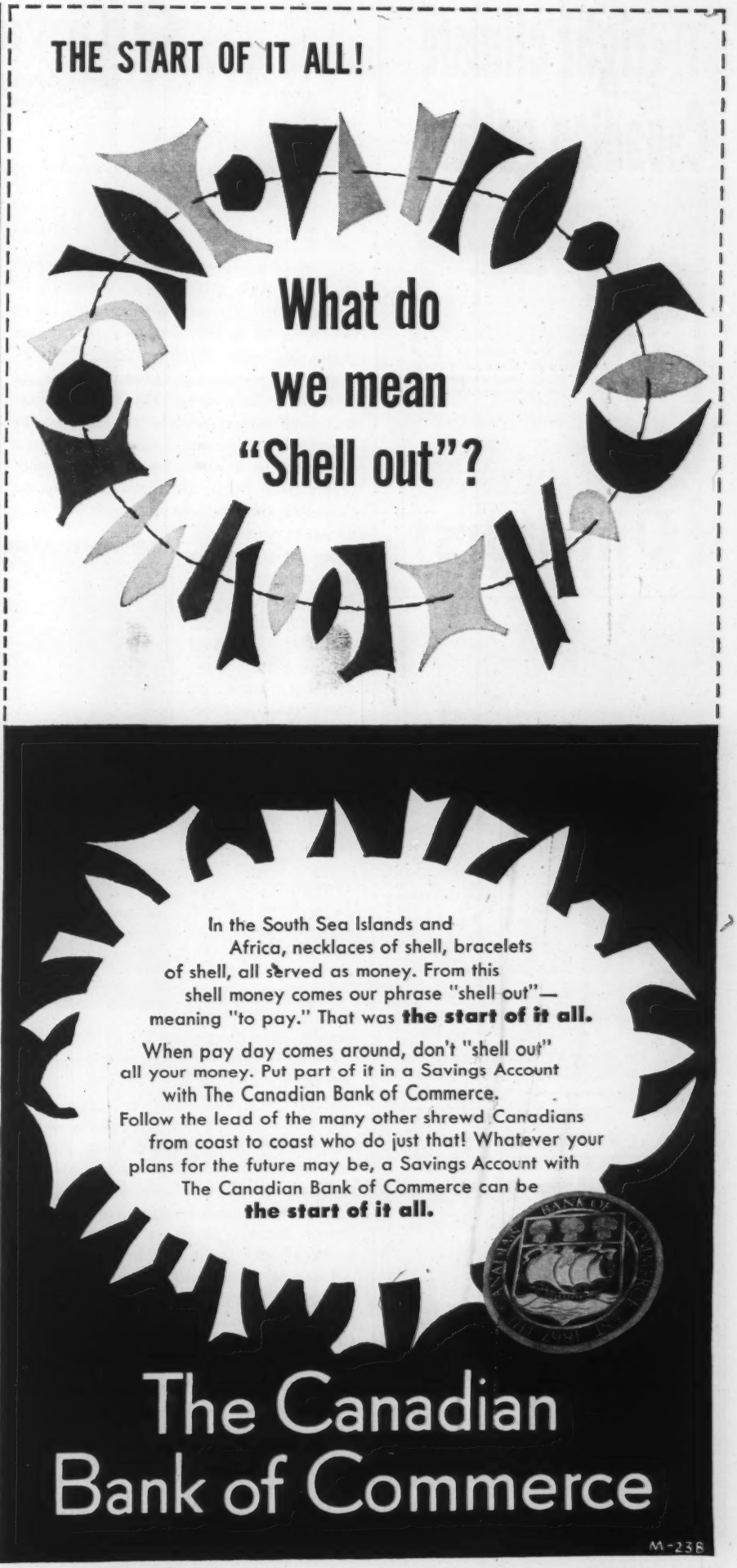
done soon. But it is also said that nothing can be done unless we have an honest, competent administration and that would make it necessary for Montreal to move forward out of the eighteenth century into the crass vulgarity of the nineteenth.

Yet we all admired Mr. Justice Caron, almost without reservation. Here was no Barber of Seville, not even a Count Mosca. Here was a Roman. He not only upheld the honor of the bench; he did so with a force that lent a new dimension to our pleasure in the city, for he characterized us perfectly. The book he threw at the convicted defendants was in reality thrown at ourselves. His Lordship never permitted himself to be diverted long from the main points he sought to establish, one of which was that even in Montreal truth should be treated with courtesy. Disgraceful though organized prostitution is, he seemed to be telling us, it is less disgraceful than the assumption that it is natural for a public servant to lie under oath. To betray a trust is evil and to compound betrayal with perjury is worse. But to commit perjury with such insouciant nonchalance that even a child can see through it is to laugh in the face of truth itself. It is one thing to circumvent the law. It is quite another to mock it.

In justice to Montreal, it should be stated that even the most conservative of our club members agreed that some of the perjuries committed before His Lordship exceeded the limits of good taste. It is doubtful if there was ever a legal case in Canadian history in which perjury was so rife or so gratuitously obvious. As the papers reported the probe over the years, many members of the public became convinced that some of our politicians and criminals had sunk below par, for there were some witnesses who thought it adequate to utter the first lie that entered their unimaginative minds. The Kefauver Committee, with its witnesses who hid behind the Fifth Amendment, was nothing to this. One man (not a politician) swore that he had never had the slightest intimation that his house was being used for prostitution although it had been raided hundreds of times. One of our most important city councillors, characterized by His Lordship as "no cloistered sister", swore that he never knew there were gaming houses in his district although he was the intimate friend of the most notorious gamblers in town.

To myself, a Montrealer of only nineteen years standing, a Nova Scotian reared in the classics and the political tradition of Joseph Howe, there was majesty in some of this judge's language, even overtones of Cicero.

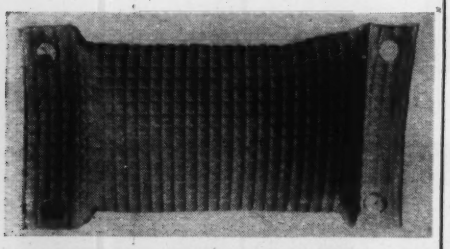
"How far," I seemed to hear him say of our whole political set-up, "will you abuse our patience? How long will your insensate madness mock us? To what end will your unbridled impertinence go?"


THE START OF IT ALL!
What do we mean "Shell out"?
In the South Sea Islands and Africa, necklaces of shell, bracelets of shell, all served as money. From this shell money comes our phrase "shell out"—meaning "to pay." That was the start of it all.
When pay day comes around, don't "shell out" all your money. Put part of it in a Savings Account with The Canadian Bank of Commerce.
Follow the lead of the many other shrewd Canadians from coast to coast who do just that! Whatever your plans for the future may be, a Savings Account with The Canadian Bank of Commerce can be the start of it all.
The Canadian Bank of Commerce
M-238

The right climate for Canadian golfers

Join the Canadians who, more and more, are discovering that Pinehurst's healthy dry climate is the perfect setting for a perfect vacation. Invigorating pine-scented air that's just right – neither too hot nor too cold and no humidity. Four famous 18-hole golf courses – for experts, average and beginners. Also riding and bowling. Fine hotels, *moderate rates*, good food, courteous service. For reservations write Pinehurst, Inc., 36 Dogwood Road, Pinehurst, N.C.

Pinehurst
NORTH CAROLINA



BATH BACK REST

LUXURIOUS COMFORT — in the Bath, is really possible when you lean back against this Air Quilt Rubber Cushion—Bath Back Rest. It cradles your back. Made of the highest quality quilted rubber—and filled with lifetime shredded foam latex. In the tub is the best place to relax. You acquire that fresh starry-eyed-look after a tough day's work. Relaxes taut muscles and tired nerves. Ease those aching back, neck and shoulder muscles. Helpful to Mothers in bathing Children. A comfort to the sick and aged. Held firmly in place by Suction Cups. You can use it in any style tub—and at any angle. $4.95 Prepaid. Satisfaction or money back. $1 can be saved by ordering two at one time.

CONTINENTAL INDUSTRIES
Dept. B, 684 No. Sangamon St., Chicago 22.

SUBSCRIPTION BLANK

Saturday Night
73 Richmond Street West, Toronto

ONE YEAR $4.00
2 Years $6.00 3 Years $8.00

Please enter my subscription to SATURDAY NIGHT for
☐ 1 YEAR; ☐ 2 YEARS; ☐ 3 YEARS

NAME

ADDRESS

Ottawa Letter

Representatives of a Sub-Continent

By John A. Stevenson

AS LONG AS INDIA was under British rule, such problems as arose in its relations with Canada were handled on its behalf by the British Secretary of State for India, and, after a British High Commissioner was installed at Ottawa in 1928, he acted as India's agent. The only problem that ever caused serious trouble was the opposition of certain elements in British Columbia to a substantial flow of immigrants from India; measures taken by the Canadian Government to check the flow aroused great resentment in India and strained relations between the two countries. So, with the approval of the British Government, India on more than one occasion sent special emissaries to Canada to state the case for more generous treatment of Indian immigrants.

MIRZA OSMAN ALI BAIG

After Britain withdrew from India in 1947, and separate governments were established for India and Pakistan, each proceeded to organize its own diplomatic service, and in due course sent High Commissioners with appropriate staffs to Ottawa. Today, the senior of the two High Commissioners is the representative of Pakistan, Mirza Osman Ali Baig. He was born in Bombay on January 9, 1904, and such was his father's belief in the superior merits of a British education that he sent him at the age of six to Rokeby School, a preparatory institution in London. The lad stayed there until he entered Clifton College at Bristol, one of the great English public schools, at the age of 13. From Clifton he passed into the Royal Military College at Sandhurst. Commissioned in an Indian cavalry regiment, he served with it for six years, until he decided that a military life did not suit him.

In 1930 he secured admission to the Indian Foreign and Political Service and, after spells of duty as Political officer in different parts of India, in 1943 was appointed Consul for the British Government to the Portuguese settlements in India. Since his headquarters were at the largest of them, Goa, he can talk with authority about the rights and wrongs of the controversy now raging between the Governments of Portugal and India over this ancient colony.

After the Indian Government had established a legation in Washington, in 1946, he was posted to it with the rank of First Secretary and gained his first acquaintance with life in North America. When India was partitioned, he had to choose to which of its two new governments he would give allegiance and his Moslem faith impelled him to prefer Pakistan. He remained in Washington as Counsellor and later as Minister in Pakistan's Embassy until 1951, when he was brought home to fill the post of Secretary of the Ministry of Foreign Affairs and Commonwealth Relations. In this role he had a considerable voice in shaping his country's foreign policy, and it was a sort of compliment to Canada when such a high official was sent to Ottawa as High Commissioner in 1953.

While he was in England, he met a Turkish girl who was completing an education which had begun in Egypt. She became his wife. It is an understatement to say that Madame Baig is a well educated woman; she has a fine intelligence and a fluent command of Turkish, English, French, Arabic and Urdu, the main language of Pakistan. This formidable linguistic equipment, her informed knowledge of public affairs and her keen interest in the work of organizations concerned with women's problems make her an ideal partner for a diplomat. The Baigs, whose family consists of two sons, one of them a student at McGill, are fond of dispensing generous hospitality at the fine home which Pakistan has acquired for its High

Commissioner in Rockcliffe, Ottawa's fashionable suburb.

THE representative of India, Dr. Mohammed Abdul Rauf, is rather older than Mr. Baig, but he is the newest recruit to the diplomatic circle in Ottawa, where he arrived early in October.

He was born on November 15, 1901, to Indian parents, who were living in Rangoon. Burma was then a part of India. He received a sound education at different schools and at Rangoon College, which was affiliated to the great Indian University of Calcutta. His degree from it enabled him to proceed to Oxford, where, studying law, he graduated as BA with honors in jurisprudence, and as BCL. He then took an additional law course at Trinity College, Dublin, which gave him the degree of Doctor of Laws. Meanwhile he had joined the Middle Temple in London and was admitted to the English Bar.

Returning to Rangoon, he practised law there before the High Court of Judicature and had a lucrative practice until it was suddenly terminated by the Japanese invasion. He escaped and practised before the High Court at Allahabad in the Central provinces until 1945, when he accepted a post in the civil service as the judicial member of the Income Tax Appellate Tribunal. By this time Burma, now a separate state from India, had been freed from its Japanese conquerors, and in 1946 the Indian Government sent Dr. Rauf to Mandalay as its representative to clear up problems that had arisen between the two countries. A year later he was given the official title of High Commissioner and, after Burma withdrew from the Commonwealth, he took the rank of Ambassador. He moved nearer to Canada through his appointment as Indian Ambassador to Japan in 1952, and two years later he was transferred to Ottawa.

Dr. Rauf is a handsome man of middle height. His perfect English is slightly tinged with an Oxford accent; he is an excellent talker, with a wide range of intellectual interests, and an omnivorous reader. He has a special fondness for the arts and humanities, and his keen interest in what is called comparative religion makes him welcome the opportunity of contrasting the virtues of the Roman Catholic faith and the various brands of Protestantism with those of the religions of Asia. He has more or less forsworn his once favorite recreation of tennis, but he remains a keen bridge player. Apart from his diplomatic work, his main interest is his family of nine; their pleasant home in Rockcliffe is a lively place. His two eldest sons have entered McGill and Toronto Universities, and the younger members of the family attend schools in Rockcliffe. At the moment Dr. Rauf is feeling his way in Ottawa, but it will be strange if he is not soon completely at home here.

planning your estate

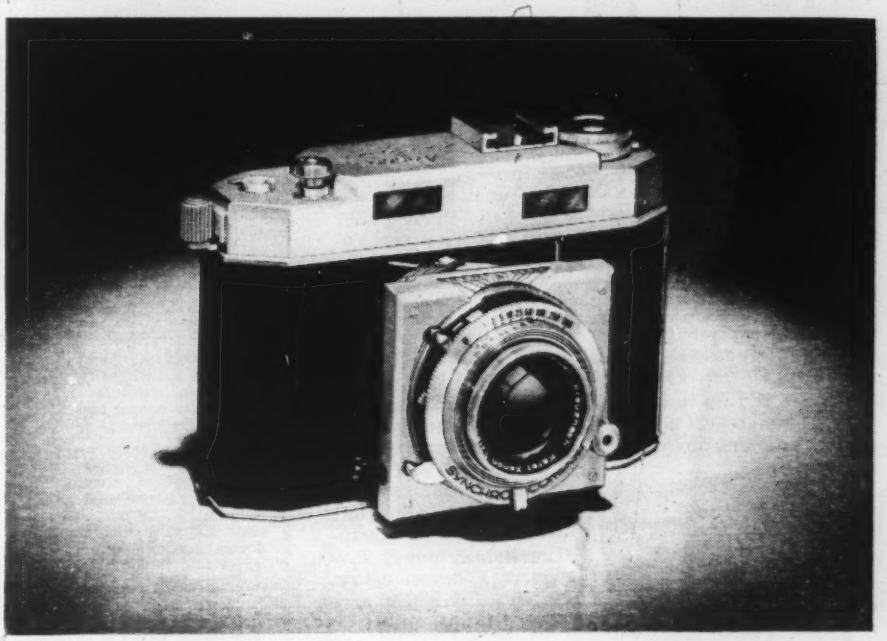
PROTECTS YOUR FAMILY

Our service on estate planning makes available to you the technical information and assistance you require for a complete study of your estate. Such a study of your assets and objectives is the best approach to a consideration of your Will. Our estate planning service is advisory; based on broad practical experience it offers no cut and dried solutions to estate problems and is rendered without charge. This service will help you plan for the protection of your family and to make the fullest use of your estate resources. It is our policy to co-operate with your auditors, your bankers, your solicitors and your life-underwriter.

Write or telephone our nearest office for an appointment.

THE TORONTO GENERAL TRUSTS
Corporation

Montreal Ottawa Toronto Windsor Winnipeg Regina Saskatoon Calgary Edmonton Vancouver



the World's finest folding miniature

Superbly made and beautifully finished by master camera craftsmen, the Karomat offers you a choice between two excellent color corrected lenses. Its unusual precision features include the easy-to-use split-image type coupled rangefinder, the rapid action film advance, and the velvet-smooth shutter release that lets you make slower hand-held exposures. Be sure to see the Karomat! With hard coated f2.0 anastigmat lens . . . $134.50. With f2.8 lens . . . $119.50.

ANSCO OF CANADA LIMITED, TORONTO, CANADA

SPECIAL DEMONSTRATION OFFER!

Newsweek

NOW TRY NEWSWEEK AT LESS THAN 1¢ A DAY

Get the Facts and Forecasts to Help You Forge Ahead

To show you how NEWSWEEK helps you get *more meaning* and *more personal value* out of each week's events, we make you a special money-saving offer: Try NEWSWEEK for the next 40 weeks for only $2.67 (less than 1¢ a day). See for yourself how NEWSWEEK tells you: (1) *what* has happened, (2) *why* it happened—and (3) *what the outcome* is likely to be. You'll grasp the full significance of the news . . . see what's ahead . . . and know how it can further your business or personal affairs. Specifically:

YOU GET ADVANCE REPORTS of new shifts in government policy, new developments in industry, new achievements in science and medicine . . . and, because you are shown the likely consequences, you can get set to meet these changes and make the most of them.

YOU GET ANALYSES that show you the *meaning* of each week's news happenings: Raymond Moley, in his column, *"Perspective,"* explains the purpose and portent of the government's activities. Ernest Lindley's column, *"Washington Tides,"* gives you a clearer view of what's afoot regarding key laws, legislators, and political manœuvers. Henry Hazlitt, in *"Business Tides,"* shows the impact of major news events upon our economic life.

YOU GET FORECASTS predicting changes that will shape your life and livelihood in the months ahead. Exclusive Features: *The Periscope; Washington Trends; Business Trends*—right 88 times out of 100! The equal of many private newsletters selling for $18 or more a year, these forecasts alone are worth the cost of a NEWSWEEK subscription!

YOU GET SIGNIFICANCE SUMMARIES—unmatched by any other newsweekly; special chartings of *why* major news events happened, *what* are their likely effects.

PLUS . . . *Special Interviews* with key newsmakers . . . *Special Reports* on places or happenings that are shaping the headlines for tomorrow . . . *Special Picture Stories* where the camera reveals the news at a glance . . . and crisp, clear reporting of each week's events in National Affairs, International News, Business, Medicine, Science, Radio-TV, Movies, Theater, Books, Art and Sports.

All these add up to an editorial service that is genuinely complete, yet so easy to read and so incisive that you gain a thorough grasp of the news (and its significance) in just a few minutes' reading time each week. Enter your NEWSWEEK subscription *now* at money-saving rate shown below.

40 WEEKS OF NEWSWEEK FOR JUST $2.67

although the same number of copies would cost you $8.00 at newsstands; $4.62 at regular subscription rate!

HERE'S HOW YOU'LL USE NEWSWEEK IN THE NEXT 40 WEEKS

- For gallery seats in Congress to keep watch on key laws and controversies . . . AND . . . exclusive Washington previews, *ahead of the parade* each week, on how new policies affect your life, business — and *taxes!*
- For special "closed sessions"—as Presidents, Premiers, or propagandists spar for victory in the Cold War . . . AND . . . weekly *entree* to UN, NATO, SHAPE, to bring out in the open for you the dangers and dilemmas of diplomatic struggles toward peace.
- For listening-posts behind the Iron Curtain, as experts translate Russian double-talk . . . AND . . . *frontline views* wherever battles rage or riots threaten us with "another Korea."
- For a look *behind the scenes* as industry shifts its production schedules . . . AND . . . canny forecasts of business prospects.
- For box seats on the bright side—to witness dramatic forward strides in medicine, science, education, religion . . . AND . . . plush seats for gay premieres of drama, art, TV and radio, books and music.

Money-Back Guarantee

You take no risk. If the first 3 issues don't convince you NEWSWEEK is worth twice what you paid, tell us to cancel and we will mail your refund instantly.

MAIL THIS COUPON NOW! SEND NO MONEY!

SPECIAL DEMONSTRATION OFFER—for New Subscribers Only—Expires in 30 Days.

NEWSWEEK, Dept. SN 1, 152 West 42 St., New York 36, N. Y.

Send me 40 weeks of NEWSWEEK for only $2.67, and bill me later. (Regularly $8.00 at newsstands; $4.62 at the usual subscription rate.)

Name_____

Street_____

City_____ Zone_____ Prov_____

Guarantee: If first three issues do not prove NEWSWEEK'S value, tell us to cancel and we will mail your refund instantly.

The Public Prints

Krokodil, Russian Humor Magazine: According to the last census, the population of Syukeyevo village, Kamsko-Ustinsk Raion (Tator ASSR), numbered, including nursing infants, a total of 1,912 persons.

The question is: How many nipples should be delivered to the village store, in order to fully satisfy the needs of the Syukeyevo population?

Those who will send the correct answer will receive an unlimited quantity of razor blades as a prize.

All *Krokodil* readers are allowed to participate with the exception of those at Buin central warehouse of the consumers' co-operative.

The reason is that the directors of this distribution centre have already long ago solved this problem in their own way—by sending the Syukeyevo village store a half million nipples and 270,000 razor blades!

London Free Press: The best Canadian families today have an English butler, French wines, Swiss clocks, Irish linen, English china, Old World paintings, Indian teak furniture, South American emeralds, African diamonds, Russian vodka, and Canadian dollars.

Minneapolis Tribune: It is our judgment, honed to razor edge by years of study and contemplation, that women's clothes in the twitchy 20s were about the ugliest and most ungainly envelope ever devised for the form divine. They compressed the bosom, ignored the waist, and sundered the leg line at precisely the most awkward point.

As for us, we favor the girlish look, which makes due allowance for such undulations as are provided. We are not, fundamentally speaking, of the Hottentot school. Nor do we insist on configuration that makes deep breathing a hazard. But we feel that if nature had intended woman to be cigar-shaped, that is the way the mould would have been designed.

Hamilton Spectator: We find ourselves somewhat perturbed by a terse letter to the editor of *The Times* of London, which says simply: "Sir—On September 1 the BBC Symphony Orchestra, conducted by Sir Malcolm Sargent, played the Overture to Figaro, by Mozart, in 2 min. 39 sec. Is this a record?"

Such precise timing of symphonic music is a hobby of which we had not previously heard, and frankly we hope it does not spread. While the intent of *The Times'* correspondent is obviously sincerely critical, the knowledge that in the audience

there are eyes glued to stop-watches is bound to have a most disquieting effect on conductors: sooner or later one is sure to succumb to the temptation of seeing his name in print as the maker of a new concert-hall mark. Next thing you know, the musical world will be on tenter-hooks waiting for the first four-minute *Fifth*.

Ottawa Journal: It is about time, we suggest, that Mr. George Hees, national president of the Conservative Party, stopped his talk (which he continued in Edmonton the other day) about the Canadian Government "giving the United States complete control of the St. Lawrence Seaway".

In the first place, such talk isn't true, and in the second place it doesn't represent the position of the Conservative Party as expressed by its leader in Parliament.

Mr. Hees is a party organizer, and our information is that he is a good one. He still needs to learn, it seems, that the job of an organizer is to organize, not to build new platforms for his party—nor disagree with old ones.

Galt Reporter: The average child never amounts to quite as much as his parents hoped and never turns out quite so bad as the neighbors predicted.

London Daily Mail: About 2,000 enumerators are at work on the nation-wide traffic census, and no doubt are usefully employed for the mysterious purposes of the ministry of transport. But they are largely engaged in discovering what we all know already: that, by and large, the roads of this country are too narrow, too winding and too dangerous for the enormous weight of traffic they have to bear. If the census results in ideas for remedying this state of affairs, it will have been worth while—that is, if the ideas are put into effect.

Montreal Gazette: If anyone wishes to refresh his mind upon the frailty of human opinions, he ought to re-read what people were saying about the likelihood of war with Germany in the late years of the 1930s. Not many of these professional observers were inclined to deny the formidable proportions of the Nazi war machinery; many had seen it on display. But they took refuge in airy speculations about what the Nazis intended to do with it. . . Only a miracle saved the world. But it is not wise to count upon miracles. So when anyone claims to have worked out just what Malenkov and his associates are thinking, and just what their intentions are, their conclusions ought to be considered with the scepticism they deserve. . . What Malenkov and his associates can do is far more important as a basis of Western policy than what anyone thinks they may intend to do.

This is the Scotch! Soft, gentle, golden-hued . . . light. Have you tried it?
Since 1746
WHITE HORSE
of course!
Distilled, blended and bottled in Scotland
Available in various bottle sizes
W-614M
The Old Blend Whisky
WHITE HORSE CELLAR
WHITE HORSE DISTILLERS LTD

EASTERN

BUILDS FOR INDUSTRY

THROUGHOUT ONTARIO

•

EASTERN CONSTRUCTION
COMPANY LIMITED

WINDSOR ONTARIO

BY APPOINTMENT
WINE MERCHANTS
TO THE LATE
KING GEORGE VI

SANDEMAN

Port &
Sherry

GEO. G. SANDEMAN, SONS & CO. LTD.
LONDON - OPORTO - JEREZ

The Literary Life

How (Not) To Begin a Short Story

By Hugh Garner

A SHORT TIME AGO I found myself caught in a heavy rainstorm without a raincoat, a contretemps to which I am inordinately prone. Taking shelter under a cigar store awning I decided to sit out the elements in a small restaurant next door. Not being overly fond of staring balefully across a cup of coffee for a half-hour or more, I decided to buy myself something to read while I sheltered.

The cigar store offered me a selection of all current magazines, but my eye fell on the cover of *Writer's Digest,* upon which, in large capitals, were the words, HOW TO BEGIN A STORY. I decided that I might profitably combine business with displeasure, which is a trick I learned from reading Dale Carnegie over somebody's shoulder in a streetcar several years ago.

This decision was a departure from normalcy probably brought about by the inclement weather, for usually I avoid *Writer's Digest* the way the Astronomer Royal avoids an astrological chart. However, armed with a synthetic aplomb and a non-synthetic coin of the realm I purchased the magazine.

There was no by-line under the heading, "How to Begin a Short Story", so I presume that it was written by one of the "Oh gee, gosh, I just sold my first article to The National Doughnut Dunker for $10" school of *Writer's Digest* correspondents. A glance at the first paragraph confirmed my worst fears, for the article began: "In the beginning" (a direct steal from *Genesis*), "the author sets his stage, states the problem and introduces his main character. This is how the machine-made story opens. Once in a while, rebelling at this formula, the author tries something else, and it is successful; so successful that it takes him 20 rejections and 20 weeks before he gets back to the formula again."

When I arrived home I checked this little gem of advice to aspiring writers, and chose a few famous stories at random from my book shelf. None of them had been written à la *Writer's Digest,* a fact which proved beneficial, not only to their authors but to the reading public as well. Thus bolstered in my beliefs, I concluded that the writer of the piece, machine-made no doubt, was talking through his chartreuse beret.

However, what bothered me more than the fact that *Writer's Digest's* facts were phoney, was that instead of sneaking up on the subject at its beginning they were attacking the writing of a short story in the home stretch. For the benefit of those who will admit they know little about short-story writing (and there must be one or two in a population of 15 million), the story itself is actually the end product of one of the most devious and procrastinating acts of creation outside the gestation period of the elephant. Let me illustrate.

Yesterday I decided to transcribe to paper a short story I had been writing in my mind for a month. I jumped from my pallet at the crack of dawn, full of enough of the old will-to-win to gladden the heart of a Fuller Brush sales manager. After washing down a pair of vitamin tablets with several magnums of strong tea I got out my typewriter and typed the title of my story, and beneath it my name. Then I heard the morning paper bang against the door, and I gave up the short story in favor of reading the serious business about Dick Tracy. An hour or two later, after laughing over the funny news from Paris, Cambodia and the United Nations, I actually began.

I wrote, "The day had dawned . . .", which, while alliterative and containing no profanity, is not likely to win me any prizes, nor even pay for the breakfast porridge, if it comes to that. I halted in mid-sentence when I heard the rest of the family getting up, for the Garners on awakening sound more like a menagerie than a *ménage.* I put off writing the story until the children had been packed off out of earshot.

After finishing breakfast, my child, who is in the Fourth Grade, asked me to check his spelling homework. I managed this, aided and abetted by *The Concise Oxford Dictionary*. This done, I was ready to throw myself into the arms of the muse, but was deflected from my purpose by the badinage between television comedian Jack Paar and his Sancho Panza, Poopy

Campo. By the time their program was finished it was nine o'clock, and I decided to put off my writing until after the postman had called.

This was a mistake, for the morning mail contained a letter inviting me to a command performance before the Grand Inquisitor at the Income Tax office, and an invoice for $2.44 in shipping charges on a parcel waiting for me at the Custom House. Obviously, creative effort was out of the question at a time like this. The outcome of my forthcoming visit to the Income Tax office was a foregone conclusion, for the winner of these financial bouts with the Government is never me. However, the parcel waiting for me at the Customs had interesting possibilities.

After an impatient and anticipatory trip downtown, and after barging into four wrong offices before I found the right one, I finally paid over my $2.44 and received my parcel. Unable to wait until arriving home to see what it was, I opened it in the white-tiled precincts of the men's washroom. It turned out to be a tin and wire contraption that defied both description and sensible deduction. Groping around in the straw packing and wrapping paper I discovered that I was now the proud owner of a Heat Well Chick Brooder. And don't ask me why I filled out a magazine coupon for *that!*

My day was spoiled; the creative urge was as dead as last year's almanac. When I left the Customs House the rain was coming down in torrents, and my raincoat was hanging dry and creaseless in the hall closet at home. This time I drank my coffee straight, without the distractions furnished by a magazine. As I sat there mumbling into my coffee I conceived a brilliant short story idea. This guy, see, would be a chicken farmer who was in danger of losing his farm for back income tax. He would buy a five-year subscription to a nudist magazine (sent in plain wrappers) and fall in love with the picture of a girl modelling Mother Hubbard housecoats in the magazine. (Get the twist: all those unclothed lovelies, and this cretin falls in love with the only one in the book with clothes on—a story idea worthy of *Writer's Digest.*)

As soon as the rain stopped, I hurried home and typed the title, "Come Home, Little Chicken" at the top of a virgin piece of paper. I began this one, "Night had fallen . . .", before remembering my coming visit to the Income Tax office; my creative urge fell flat.

I don't know when I'll get far enough along with my stories to disprove what *Writer's Digest* had to say about *beginning* a short story, but it won't be until after my interrogation by the Income Tax people. If the worst comes to the worst, I can always raise chickens in my Heat-Well Chick Brooder—that is, if the Government leaves me the price of a dozen eggs.

Geoffrey Willans and Ronald Searle

HOW TO BE TOPP

70 drawings

$1.75

Other cheerful stuff

THIS IS SYLVIA by Sandy Wilson	$1.75
THE WIT OF WINSTON CHURCHILL	$1.75
PATRICK CAMPBELL'S OMNIBUS	$2.65
THE PICK OF PUNCH	$2.65

CLARKE IRWIN

Choose from
10 glorious Cunard Cruises!

There's a luxurious holiday voyage to suit every requirement of time and budget . . . from the globe-circling world cruise . . . to fascinating Mediterranean cruises . . . or any one of seven exciting glorious Sunshine Cruises to the West Indies and South America.

"SUNSHINE CRUISES"
West Indies and South America from New York

RMS "CARONIA"
December 21st Cruise
12 Days—From $295
January 4th Cruise
13 Days—From $325

RMS "MAURETANIA"
December 29th Cruise
29 Days—From $795
January 29th Cruise
18 Days—From $495
February 19th Cruise
17 Days—From $470
March 10th Cruise
14 Days—From $385
March 26th Cruise
15 Days—From $385

The 1955 ALL-MEDITERRANEAN CRUISE
RMS "BRITANNIC"
From New York, January 28th, 1955
66 Days! 23 Ports! From $1,275

The GREAT WORLD CRUISE of 1955
RMS "CARONIA"
From New York, January 21st, 1955
106 Days! 24 Ports! From $2,950

SPRING CRUISE TO THE MEDITERRANEAN
RMS "CARONIA"
Sailing from New York, May 11th, 1955
37 Days! 14 Ports! From $975

See Your Local Agent—
No One Can Serve You Better

Cunard Line

HALIFAX • SAINT JOHN • QUEBEC • MONTREAL
TORONTO • WINNIPEG • EDMONTON • VANCOUVER

Books

Modern Life as an Act of Faith

By Arnold Edinborough

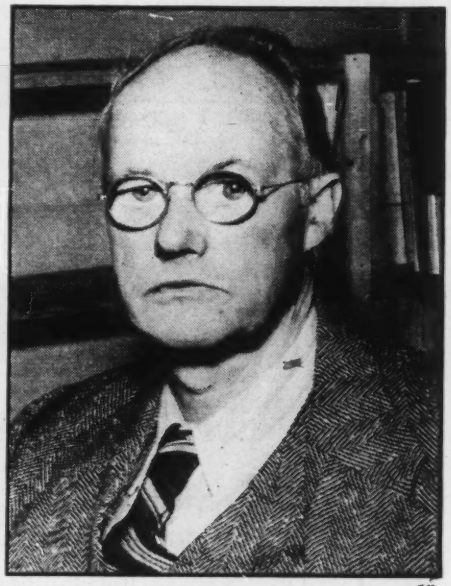
IT MUST HAVE BEEN a Cockney churchman who put a sign outside St. Paul's Cathedral during the London blitz which read: "If your Knees are Knocking, Come in and Kneel on Them." But the desperate need for a war-time faith was at the back of that message, not a desire for pert humor. This desperate need for a faith is at the present moment taking some queer turns in the United States. The noisiest manifestation is, of course, Mr. Billy Graham; but the most persistent is a record in millions of juke boxes which asks, in a warmly confidential fashion, "Are you friends with the King of Friends?" Certainly the most official form of such manifestations is in the report that President Eisenhower opens his cabinet meetings with prayer.

Canada is mercifully free from the juke-box address, and the nature of the Cabinet, not to mention the faith of its Prime Minister, would certainly preclude any prayer at the start of an Ottawa discussion, let us say, of tax-rental agreements. But though we may sneer at the outward signs of the American religiosity, Canada, like every other nation whose social structure is based on Christian liberalism, is just as desperately in need of putting something back into her social creed which was knocked out at the beginning of the First World War.

If Canadian democracy has grown, as it undoubtedly has, from the liberal Christian ethic, which has shaped the course of British history, then the present time is an uneasy time. For though there is a lot of church-going, there is not much real faith. People who came to Canada a century ago came in defence of their principles. They wished to worship how they liked; they wished to have opportunities as good as any other man; they repudiated privilege. They loved what they were leaving behind, and they had no illusions about life ahead, but the effort was worth it.

Immigrants today show more desire to live in freedom before the law rather than before the Lord, or else they are prompted solely by economics. "We should like to live in England (or Ireland, or Scotland), but there is more opportunity in Canada" — that is the answer given by most British immigrants to the question why did they come.

And what has happened to the descendants of those people who came a century or more ago? Do they live in awareness of what their Canadian heritage of faith and freedom is? The answer is likely to be no. We are a democracy, we assume; we are a Christian community, for the most part; we like to think that there is freedom of speech and worship. We have heard occasionally about the Padlock Law in Quebec; we have heard about the activities of the Jehovah's Witnesses; there



CP

PROFESSOR ARTHUR R. M. LOWER: "Says something that needs *saying".*

was some uneasiness about the methods used at the Spy Trials; but by and large we take it for granted that we are free.

There is a dilemma here, though. How free can you get, as one might say? Suppose that a Communist wishes to advocate the overthrow of the present Government and the present economic dispensation. Are we being true to our principles in letting him go ahead, or in stopping him? Which? We believe in free enterprise, and realize that Canada as a land of opportunity is a land where a man can make a fortune if he has the energy and the ruthlessness. But are we being true to our principles if we allow him to oppress the workers in his factories (which is a circumscription of their liberty) or if we stop him doing these things (which is a circumscription of his liberty)?

This is only part of the dilemma. There is religious freedom in Canada. We are a tolerant race that allows people to worship who, or what, they will. So we must not have religion taught in schools, since the teaching of the Christian religion will offend those members of the class who are not Christian. And this question is bedevilled even more by the historical accidents of Canada which make it a bilingual and, one might say, bi-Christian country. And if we do not teach religion in our schools, how will our children know that the bedrock on which the Canadian system of democracy is built is the Christian religion?

These questions are troublous ones and there have been queer results when some sorts of answers have been attempted. Queer results, because the tradition has been confused with other influences, potent either because of geographical proximity, or because of old loyalties deliberately kept alive.

IN *This Most Famous Stream,* a modest book of a hundred and ninety-three pages, Professor Arthur Lower of Queen's University has attempted to shed some light on these problems. His starting point is clear:

"Today we are caught fairly in a dilemma. Most people in our society at least pay lip service to liberal values, which implies their acceptance of human unity and equality in principle, but few could contend that the religious sanction for them is as strong, or as generally accepted, as a century ago. Now, we can have a species of Christianity without much liberalism, but can we have liberalism without Christianity? Is there any future for the liberal spirit in a world which more and more rejects the religion that, historically, gives rise to it?"

Professor Lower is modest about his answer to this question, and he does not get too involved with the theological aspects of his theme.

He shows the genesis of English democracy as being the great commandment, "Love thy neighbor as thyself". But having done this in the course of two highly-charged, pro-Protestant chapters on the liberalism of Christianity and the concept of freedom in the Western church, he goes on to study the liberal aspects of English civilization in terms of the established institutions of the British tradition.

The great institutions of freedom are "the Common Law with its trial practices tending to obviate secret justice", and a representative Parliament which governs the public purse. These are not the whole story, and Professor Lower mentions many others which in themselves are not complete either. But the gradual emergence of the two concepts of open trial by a jury of a man's equals (which protected individual liberty), and of a monarchy in which the powers of Church and State were equally vested yet closely controlled

BUY YOUR BOOKS
FROM
BURNILL'S
100 YONGE ST., TORONTO
Mail Orders over $5.00 Postpaid

ALL BOOKS
are sent postpaid from
TYRRELL'S
820 Yonge · Toronto · WA 2-6118

SHADE TREES
for Fall Planting

	Each
NORWAY MAPLE 8-10 ft.	6.20
CRIMSON KING MAPLE 6-8 ft.	8.80
SCHWEDLER MAPLE 8-10 ft.	8.80
SCARLET OAK 8-10 ft.	5.00
PIN OAK 8-10 ft.	5.00
SMALL LEAF LINDEN 6-8 ft.	4.00
AMERICAN ELM 8-10 ft.	3.80
MOUNTAIN ASH 8-10 ft.	4.00

For complete list with descriptions, send for illustrated CATALOGUE. Free on request.

A LANDSCAPE SERVICE

SHERIDAN NURSERIES LIMITED

HEAD OFFICES:
P.O. Box 181, Islington, Toronto 18, Ontario
SALES STATIONS:
2827 Yonge St. at Strathgowan, Toronto
Lakeshore Highway No. 2 at Clarkson, Ontario
5975 Cote des Neiges Rd., Montreal, P.Q.

A good envelope is well received . . .
National Paper Goods Ltd.
144-158 Queen St. North
Hamilton, Ontario
We still make the best envelopes
ALSO LOCATED IN
Halifax · Montreal · Toronto
Winnipeg · Vancouver

by an elected Parliament (which ensured the liberty of the nation), he shows to be the history and substance of modern liberal democracy.

As a historian with a wide and familiar knowledge of events which makes his synthesis look astoundingly simple and easy, he traces the growth of these two concepts from Mediaeval times to the seventeenth century in England. Then follows a series of chapters which deal with the additions to the general heritage which have been made in North America. The significant additions are the political philosophy of the Declaration of Independence, and the less tangible current of thought which the presence of an expanding frontier induced. The last addition is one that has reversed the flow of ideas. This is the doctrine of Federalism, of partnership. Having lost one empire by not understanding it, Professor Lower contends that England has saved a second and more enduring one by practising it.

The great genius of English civilization, according to the account in this book, is its capacity for solving problems as they arise. In fact, in one place the author suggests that the Englishman's national motto should be from the hymn "Lead Kindly Light":

> *I do not wish to see*
> *The distant scene.*
> *One step enough for me.*

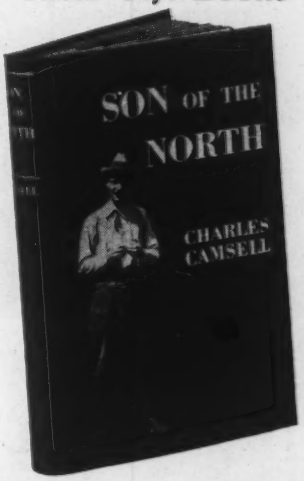
Certainly it might well have been the motto of Sir Anthony Eden for his recent brilliant diplomacy in establishing the Western European Defence Union.

I would not like to leave the reader with the impression that this is a "scholarly" book. It is, but it wears its scholarship lightly, and expresses its conclusions sharply, just as its author always does. There is plenty here to start a formidable row amongst Canadian historians. There is plenty here to start a lot of hard thinking amongst the multitude of readers that the book deserves. But it is a small, readable, sometimes trite and sometimes malicious, piece of work which is a notable attempt to sketch a solution for the modern dilemma.

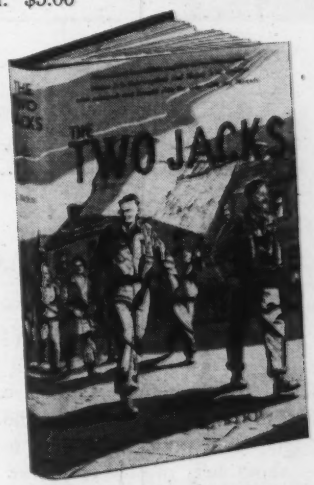
The greatest praise that one can offer is that Arthur Lower seems to come to the same conclusions as Arnold Toynbee does in the last four volumes of *A Study of History*. But you can reach them in Lower far more easily and far, far more quickly. And you can understand what he is talking about all the time. He may sound simple; he may sound obvious; but when he says: "Liberalism is a thing of the spirit. It is human decency.", and, "After all, whatever basic outlook we take in life must necessarily begin with an act of faith," he says something that *needs* saying in the simplest and most obvious way.

THIS MOST FAMOUS STREAM — by Arthur R. M. Lower — pp. 193 — *Ryerson Press* — $3.50.

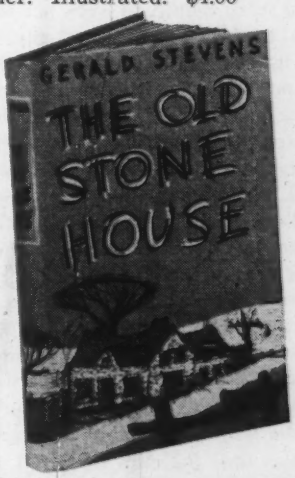
Ideal Gift Books



SON OF THE NORTH
By Charles Camsell. The autobiography of one of Canada's most distinguished sons. Illustrated. $5.00

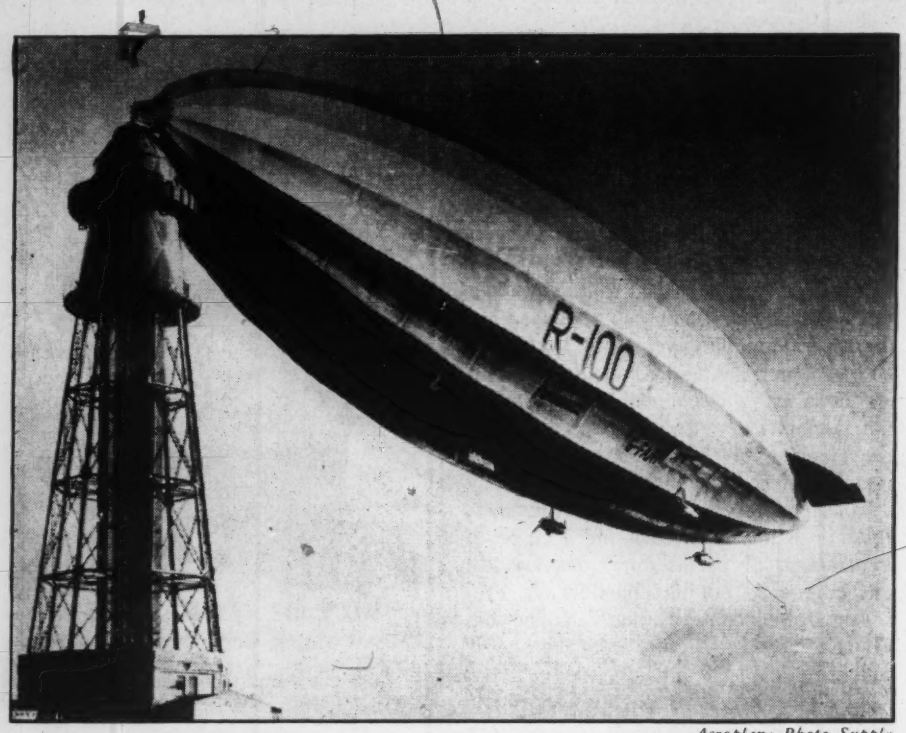


THE TWO JACKS
By Will R. Bird. Canada's first escape story. By a master storyteller. Illustrated. $4.00



THE OLD STONE HOUSE
By Gerald F. Stevens. The hilarious story of two city people who buy an old stone farm house. Illustrated. $3.25

At Your Bookseller's
THE RYERSON PRESS



Aeroplane Photo Supply

There was only one mooring mast for airships in the British Isles.

Slide Rule: Preparations for the Long Flights

By NEVIL SHUTE: PART IV

THE R.101 FLEW before we did, making her first flight on October the 14th, 1929; from that point we started to learn details about her, mostly from the newspapers. It was quite true that she was carrying an engine as a passenger for astern running only; it was quite true that she had servo motors to work her rudders. Details of her weights gradually leaked out to us; she had a gross lift of only 148 tons and a tare weight of 113 tons, so that she had only 35 tons' useful load as compared with our 54 tons. The Air Ministry press department, of course, was in full blast telling the world what a marvellous ship she was; in our offices at Howden a faint sense of impending disaster was stirring in us, I think, even in those early days. An airship is safe in proportion to its useful lift, in proportion to the weights that it can jettison in an emergency, and by that standard R.101 was definitely dangerous. In our view, also, she was considerably underpowered.

By this time the crew of R.100 were at Howden. The captain and first officer, Squadron Leader Booth and Captain Meager, proved to be most helpful in the later stages of the construction and soon became great friends.

In these last months my own position in the Airship Guarantee Company underwent a change. During the construction of the ship I had gravitated towards the top of the organization. My chief was B. N. Wallis, whose title was Chief Engineer. To my mind Wallis was the greatest engineer in England at that time and for twenty years afterwards. It was an education and a privilege to work under him, and I count myself lucky to have done so. Sir Dennis Burney, our managing director, was equally outstanding; he had the keenest engineering imagination of anyone that I ever met, coupled with a great commercial sense.

These two men were complementary and the success of R.100 was due to their combined abilities; my own part in it was small. It was deplorable that they could not agree better, but temperamentally they were poles apart. Perhaps two geniuses in one company would always find it difficult to work together.

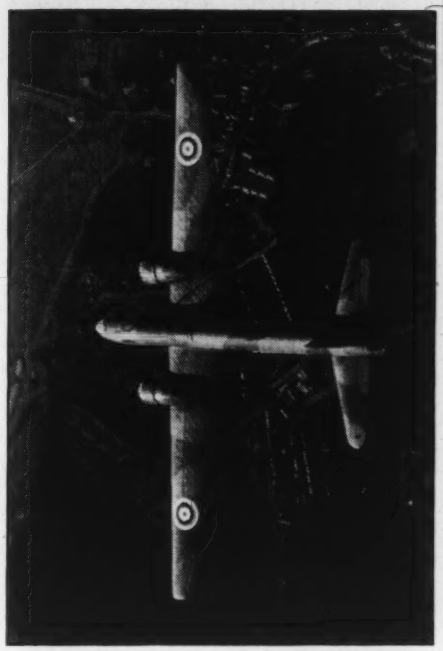
Perhaps Wallis was more interested in the straight problems of design than in the flying of the airship, and by the beginning of 1929 the straight design of R.100 was over. Certainly in that year he began working at Howden upon the geodetic wing design of aeroplanes which later was to reach its full perfection in the design of the Wellington bomber, and his absences at the Vickers aircraft works at Weybridge became frequent. My own abilities were essentially practical; although I was the mathematician in charge of the calculations I was the only man in the party with any personal experience of flying an aeroplane, and as the mathematics eased and the practical problems of finishing the ship and getting her into the air became paramount I found that people turned to me more and more, and that I could give quick decisions on most subjects if Wallis was away, reporting to him or to Burney as opportunity offered. By the autumn of 1929 the works manager was coming to me so frequently that I was virtually in charge of the whole outfit.

In November, 1929, the ship was finished. It seemed almost incredible to us who had worked on her for five years that there should really be nothing more to do to her before she flew, but the day came when we ballasted her up in the shed for her lift and trim trials, determining accurately for the first time the loads that she would carry. It was a simple procedure; we mobilized a hundred men to hold her by the power cars and the control car so that she neither floated up into the roof nor sank onto the floor. After each readjustment of the weights the men let go of her together on the blast of a whistle; we watched to see if she would rise or fall.

The contract flight trials of R.100 were carried out by her Air Ministry crew working under the directions of the constructors. This curious arrangement was due to the scarcity of trained personnel; it was impossible for the constructing company to provide a crew of officers and men capable of handling the ship on trials other than by employing the crew who were to man her when she had been handed over to the Cardington authorities on completion. It will be seen that this position was likely to raise difficulties. The crew of R.100 during flight trials were acting on behalf of the constructing company but they were employed by the men at Cardington who were both our judges and our competitors.

A delay of nearly a month elapsed between the completion of R.100 and her first flight. A flat calm, such as occurs in anticyclones, is required for handling an airship safely in or out of her shed. There was only one mooring mast suitable for these two ships in the British Isles, at Cardington, and R.101 was hanging on it waiting till weather conditions were suitable for her to be taken into her shed. For three weeks R.101 occupied the mast before she could be put into her shed; in the December weather a further week elapsed before conditions became suitable to take R.100 out of the very narrow shed at Howden.

R.100 was as big as an Atlantic liner; she was 709 feet long and 130 feet in diameter, which is to say that she was



Miller Services

THE GEODETIC wing became a feature of the Wellington bomber.

fifty feet shorter than the old *Mauretania* but half again as wide in the beam. When loaded for flight she was, of course, as light as a feather and so capable of being swayed by the least puff of wind. So far as I can remember the Howden shed provided no more than two feet clearance each side of the ship as she was manhandled out of the door; she fitted the shed like a cork in a bottle so that we needed a dead calm to get her out.

The forecast for December the 16th was satisfactory, a dead calm being predicted for dawn. A party of officials came from Cardington on the previous evening to take part in the first flight, including Major Scott, who was in charge of all flying operations of the two ships.

At 7.15 we got on board through the control car in the growing light, and the ship was finally ballasted up. Then the order was given to walk the ship aft. A centre line had been painted on the floor and extended out onto the aerodrome, and plumb bobs were suspended from the bow and stern; keeping her straight in this way, the handling party walked her out.

The takeoff was simple. From the control car Booth emptied a half-ton bag of water ballast from the bow and another from the stern and, leaning from one of the windows of the car, he shouted, "Let her go".

After a short time we left the vicinity of Howden and flew slowly to York; by the time we got there it was apparent that there was nothing wrong with the ship and we could confidently fly her down to Cardington near Bedford.

We made a quick trip to Cardington by the standards of those days, cruising at about fifty-five miles an hour on four engines only. We actually made about seventy miles an hour over the ground

Just the right balance!

The true full-bodied flavour of malt skillfully blended with the right touch of hops. That's what makes more Canadians say "Make Mine Molson's" than ask for any other brand.

Molson's

FROM CONTRACT No...136

W. R. CONSTRUCTION
ROAD BUILDING BULLDOZING
11328 JASPER AVE. EDMONTON, ALBERTA

March 31, 1954

The Dominion Life Assurance Company,
Group Department,
Waterloo, Ont.,

Dear Sirs:

We are pleased to advise of our decision to renew for the third year our present Employee's Group Welfare Plan with your Company.

Your Group Department extended considerable service to our staff during the past years which was appreciated very much. The simple method of administration which you arranged has proven very satisfactory to our office staff and the speed with which all claims were settled reflects very favorably on your services.

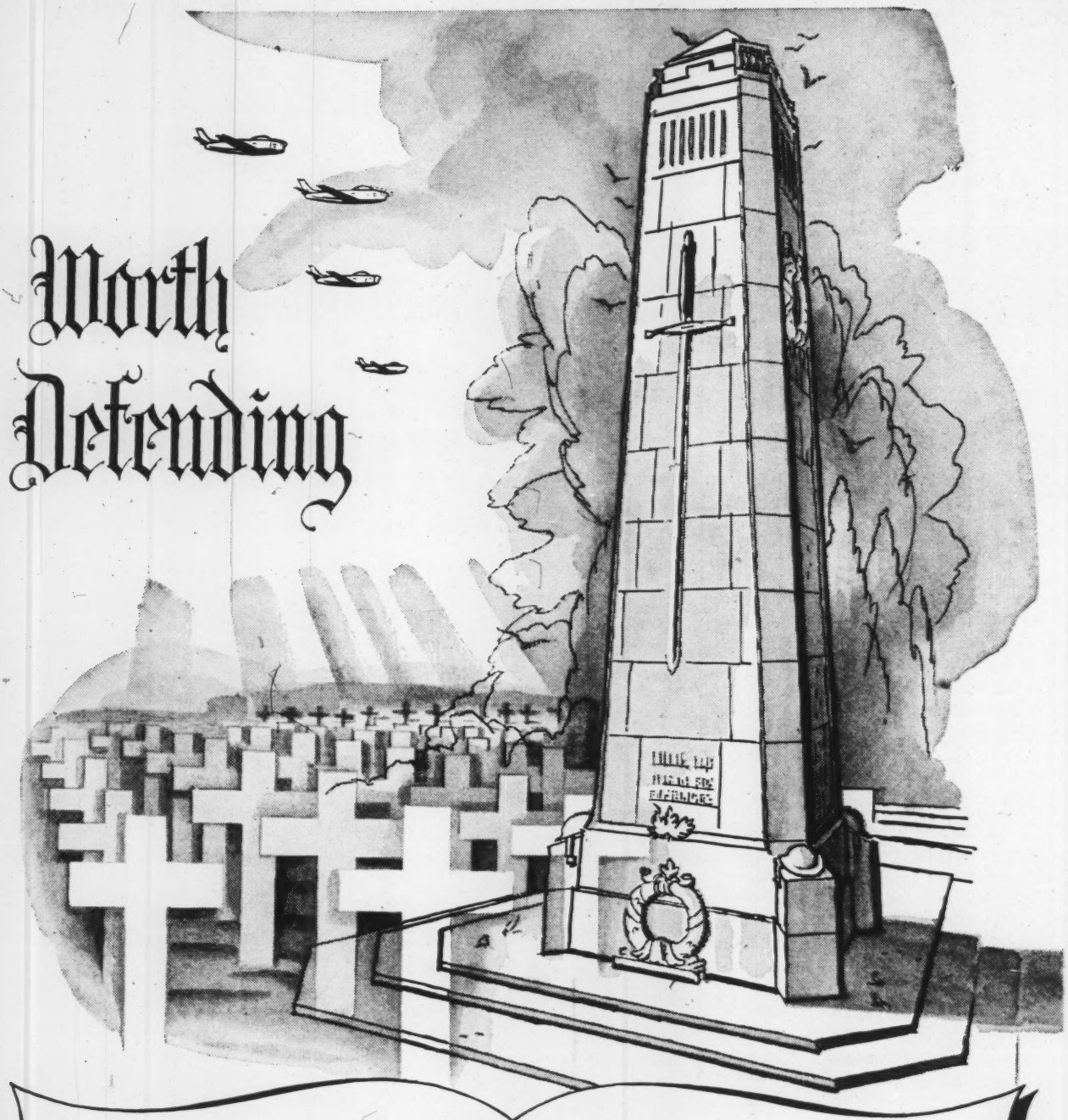
The tendency is to take these things for granted at times and we are glad of this opportunity of expressing our complete satisfaction.

Yours sincerely,
W. R. Construction

FOR DETAILS OF OUR GROUP WELFARE PLANS WRITE OUR HEAD OFFICE

Dominion Life
THE ASSURANCE COMPANY
Since 1889
HEAD OFFICE: WATERLOO, ONTARIO

W16-M



Worth Defending

"To you from failing hands we throw the torch,
Be yours to hold it high;
If ye break faith with us who die
We shall not sleep though poppies grow
In Flanders fields."

And yet, when the parade is over and the last bugle note fades, it is so easy to "break faith" by being lulled into a sense of "*nothing will happen here*" . . . to let victory and freedom go by default.

"Hold high the torch" — but will we do it? We will if we respect the sacrifices of our soldiers, sailors and airmen through the great struggles in the past. Think it over in your mind . . . what they died for is worth defending *now!*

CA54-22T

C-L CANADAIR LIMITED

CANADAIR

— AIRCRAFT MANUFACTURERS —

LIMITED, MONTREAL

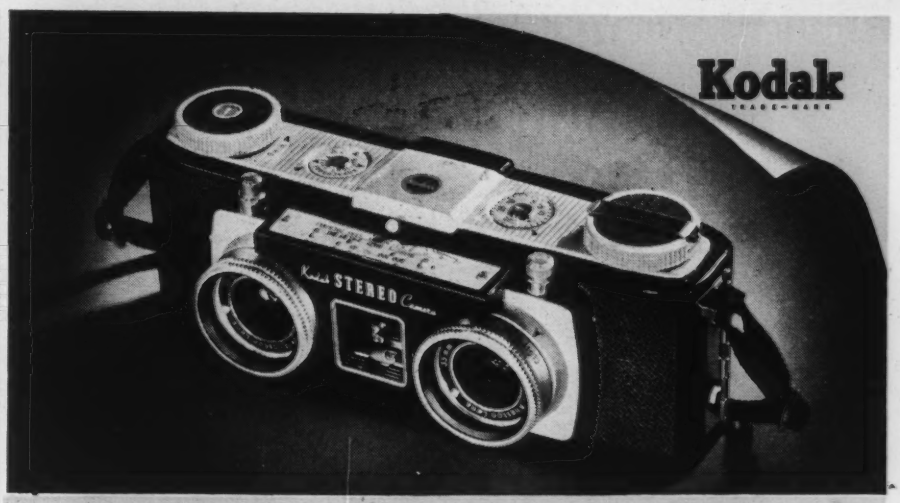
One of a series dedicated to the survival of freedom — Reprints on request.

with the assistance of a following wind, and reached Cardington in two hours' flight from York. Here a surprise awaited us; we had assumed that there would be little difficulty in landing the ship onto the Air Ministry mooring mast. So many articles had appeared in the press about the wonders of this new method of handling airships that it came as a surprise to us to find that the experts on this matter were inexpert in the use of their rather complicated apparatus. On this first flight it took three hours to land R.100 to the mast; three times we had to leave the aerodrome and fly a circuit and come in again, and make a fresh attempt to establish connection between the steel cable dropped from the nose of the ship and the cable from the masthead laid out upon the aerodrome. The mooring system was essentially sound and at the conclusion of the R.100 flights sufficient experience had been gained in the handling of the ship and in the use of the mast equipment to enable a landing to be made to the mast in about forty minutes, but this result was not achieved without the experience of numerous mistakes.

We put the ship into the shed that evening, "put her back in the box" as somebody irreverently described the operation. Here she stayed over Christmas while we sorted out her teething troubles, berthed in her shed beside R.101. Some of us had seen R.101 before she flew; we now had a good opportunity to examine her in her completed state. We found her an amazing piece of work. The finish and the workmanship struck us as extraordinarily good, far better than that of our own ship. The design seemed to us almost unbelievably complicated; she seemed to be a ship in which imagination had run riot regardless of the virtue of simplicity and utterly regardless of expense.

The contract for R.100 called for a final acceptance trial of forty-eight hours' duration, and a demonstration flight to India. This latter flight was changed to a demonstration flight to Canada when the decision was taken to equip R.100 with petrol engines because it was thought that a flight to the tropics with petrol on board would be too hazardous. It is curious after twenty years to recall how afraid everyone was of petrol in those days. It seemed as if the diesel engine for aeroplanes was only just around the corner. It was decided amicably, therefore, that R.101 would make the flight to India since she had diesel engines, and we would fly to Canada instead.

The final acceptance trial of R.100 lasted for fifty-four hours; it was an easy and effortless performance bearing out the old saying of the R.N.A.S. that the only way to get a rest in the airship business is to take the thing into the air and fly it. We left Cardington on the morning



At last a fine stereo at a moderate price

New Kodak Stereo Camera only **$104.50**

You'll make excellent 3-dimensional shots with your very first roll. Simplified controls make stereo pictures as easy to take as ordinary snapshots. Brilliant *f*/3.5 lenses, shutter speeds to 1/200, many automatic features—all for a modest $104.50.

Kodak also presents two new viewers. Both have handy focusing control and adjustable eyepieces. Kodaslide Stereo Viewer I, battery-operated, $16.85. Kodaslide Stereo Viewer II plugs into house circuits, has exclusive brightness control—$31.50.

Prices subject to change without notice . . . many Kodak dealers offer convenient terms.

Canadian Kodak Co., Limited, Toronto 9, Ontario

POWER PLANT

Underwriting

DEMANDS SPECIALISTS TODAY

Underwriting has become a specialized field. With new types of power plants, and plants with higher and higher power output being installed all the time, manufacturers now need underwriting service to develop coverage suitable for their special requirements.

Through specialization, our Company has acquired the skill and knowledge to offer economical, reliable underwriting service to cover any type of power plant or specialized conditions. We will be pleased to discuss your requirements.

● Ask your agent or broker for complete details.

EXPERIENCE SERVICE STABILITY

The Boiler Inspection and Insurance Co. of Canada

806 The Bank of Nova Scotia Bldg., Montreal

737 Church Street, Toronto, Ont.

1-3

AGENTS . . . CONVENIENTLY LOCATED COAST TO COAST

Anytime • Anywhere •

ALLIED AGENTS PROVIDE
SAFE, ECONOMICAL MOVING SERVICE 54-B

ALLIED VAN LINES LTD.
Agents in all principal cities . . . see your telephone directory

1715

Always in Good Taste

Martell

Cognac Brandy

Make friends with Martell

Imported in bottle from Cognac, France

M 54-1 M

of January the 27th with twenty-two tons of fuel on board to burn before coming down, and we landed again on the afternoon of the 29th having lived very comfortably in the meantime.

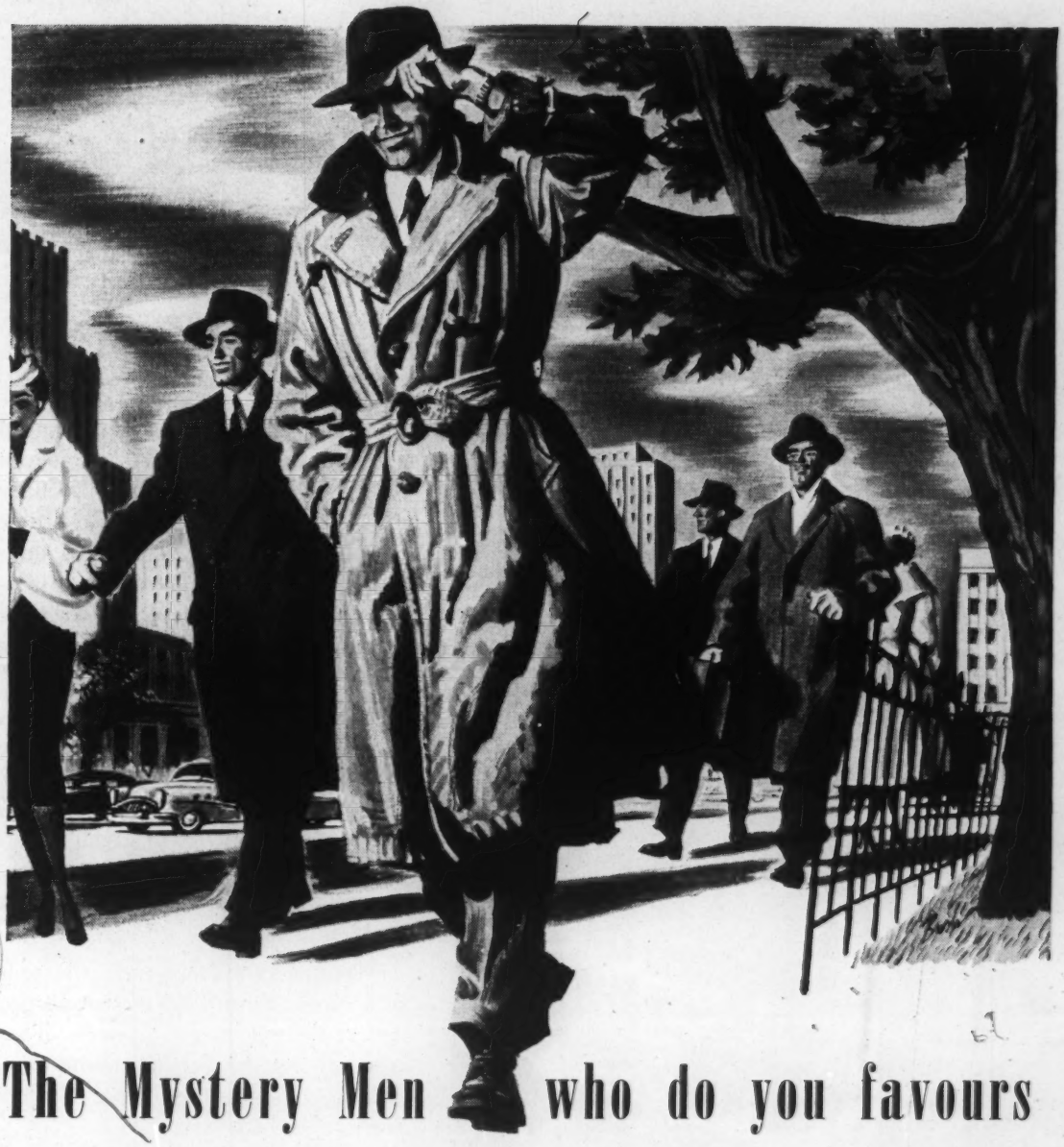
After this flight the ship was put back into her shed for a considerable time. We formally handed her over to the Air Ministry, which means that we gave her to our competitors at Cardington, her English trials being satisfactorily concluded. They proceeded to make a number of modifications to her in preparation for the Atlantic flight.

In the meantime R.101 came out to the mooring mast for further trials. It had been realized before Christmas that the small disposable load of R.101 would make a flight to India impossible because she couldn't carry enough fuel, and a program had been put in hand to try to put her right. All unnecessary equipment, including the useless servo motors, was taken out of her, her gasbag wiring was let out to increase her gas volume, and—last resort of desperate engineers—she was parted in the middle and an extra parallel portion inserted in her length, containing an extra gasbag.

The Cardington engineers, after trials of R.101 in June, began to put forward unofficial proposals for a postponement of long flights to the following year. They said that the two airships were in an early stage of development and that neither ship was fit to make a long flight at that stage. A disaster might set back the whole cause of airships in England, and it would be a pity to run any risk for the sake of getting on quickly; development would go better if we did not hurry it. They suggested, through unofficial intermediaries, that both staffs should take that line, and jointly ask for a postponement of these long flights.

Perhaps if we had realized at the time how very, very bad their ship was, how real the danger of complete disaster if they started for India, we might have taken a different attitude to this approach. Their own secrecies concealed the real facts from us; we guessed that their ship was a bad airship, but we did not know the whole story. We brushed aside this approach, perhaps roughly. We would complete our contract and prove the efficiency of R.100 by flying to Canada; they could please themselves whether they flew to India or not. With that, perhaps we drove the final stake into the palisade around them, blocking their one way out.

This is the fourth of nine excerpts from "Slide Rule: The Autobiography of an Engineer" by Nevil Shute. Copyright 1954 by Nevil Shute. Published by William Morrow and Company, Inc. and George J. McLeod Limited, Toronto. The fifth instalment will appear in next week's issue.



The Mystery Men who do you favours

There are *millions* of them all over the country.

You pass them every day in the street without realizing who they are and how much they help you. In fact, even *they* don't usually know that they're doing anything important for all their fellow-citizens.

Yet, together, they pour more than *200 million dollars every year* into a wide variety of projects that promote progress from coast to coast. They may help build an oil pipeline that stretches for hundreds of miles. Or a group of new homes in some city suburb. Or any number of useful public works such as roads, bridges, schools, sewage disposal plants.

Are all these people rich? Far from it! They are people in *all* walks of life, who are *life insurance policyholders!* And the money they lend for these purposes comes from their *life insurance premiums.* This money, invested for them by their life insurance companies, helps finance many of these important projects that benefit one and all.

Indirectly, these policyholders also promote *better health.* For life insurance companies contribute funds to medical research work aimed at eliminating many dread diseases.

And they're helpful citizens in still another way. Because they own life insurance, their families will never be completely dependent on others.

So if *you* are a life insurance policyholder, remember — in all these ways you're helping to make Canada a better land to live in!

P.S. FROM YOUR LIFE INSURANCE MAN

"All these investments earn interest that makes it possible for you and your family to enjoy the benefits of life insurance at such *low cost.* If you have any questions about how to make life insurance fit your own special needs, give me a call. I'll be glad to help you!"

THE LIFE INSURANCE COMPANIES IN CANADA

Comprising more than 50 Canadian, British and United States Companies

"IT IS GOOD CITIZENSHIP TO OWN LIFE INSURANCE"

L-654FM

Here to Stay

Pulp and paper mills have financed and stimulated the growth of modern communities around them. Carefully planned and soundly built, these towns are here to stay. Neither mills nor towns can be moved to tap new woodlands; they depend for their existence on perpetual yield from their forests.

So, pulp and paper harvests its forests scientifically; spends more on conservation and fire prevention than all the provinces combined; operates the best managed commercial forests in the nation; and is increasing the growth in its woodlands to meet its increasing needs.

Such measures maintain the pulp and paper forests as an everlasting source of wealth for Canada. They also support permanent communities that are bases for the further development of the country.

Pulp & Paper Industry *of* Canada

131 MILLS, SMALL AND LARGE, FROM COAST TO COAST

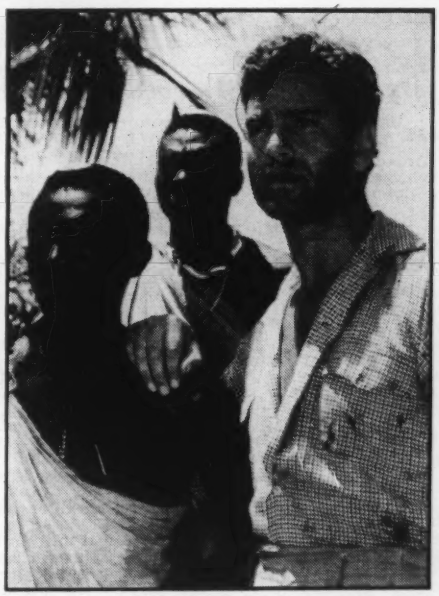
Drawing by Franklin Arbuckle, R.C.A.

Films

The White Man's Burden

By Mary Lowrey Ross

THE THING that charms one about British adventure films is their peculiar timelessness, the sense they still convey of a world on which the sun never sets. No hurry, the director seems to be saying, laying aside the script for a long, brooding study of the African veldt. All the time in the world, the camera man reflects, pausing to record a native ceremonial dance, a flight of flamingoes, or the wallowing of a mother hippopotamus, surrounded by her hideous and touching young. Meanwhile, a strong sense of moral responsibility, a pervasive feeling still definitely related to Empire and only vaguely connected with action, provides a sort of continuity.



J. Arthur Rank

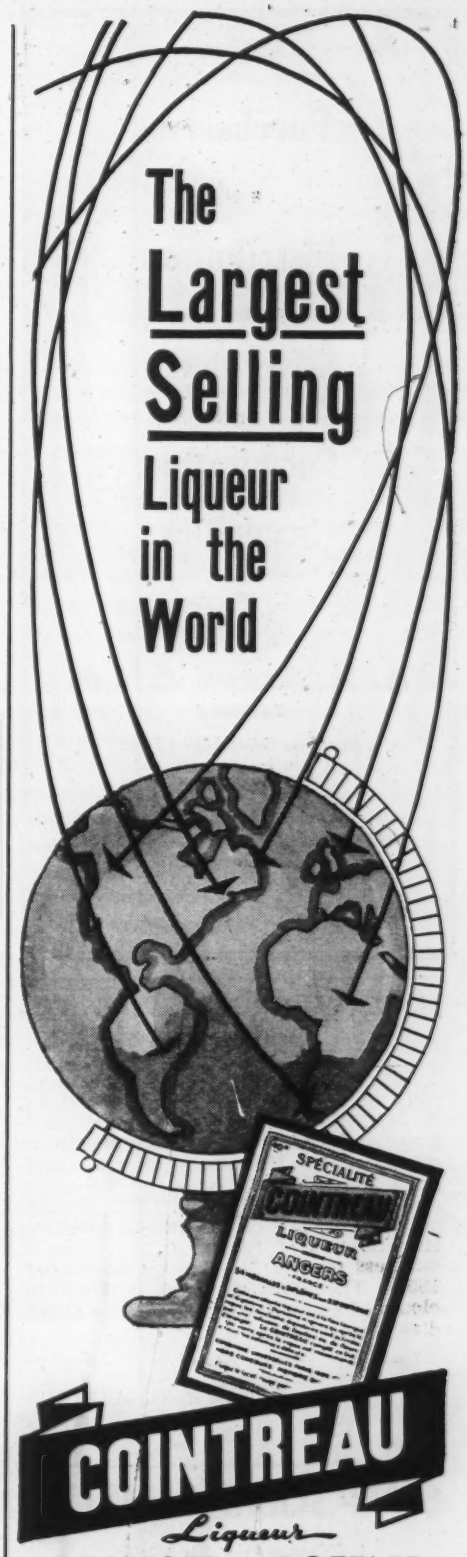
ANTHONY STEEL: Sun never sets.

West of Zanzibar is exactly such a picture. The hero (Anthony Steel) is muscular, fearless, high - minded and dead sober about his responsibility to native populations. He is firmly married to a brisk Mem Sahib of a heroine (Sheila Sim) who supplies advice, encouragement and applications of mercurochrome and keeps out of the way of the plot. Hero Steel's business as district commissioner is to advise on native immigration, see to wild-life conservation and support the native chief in his patriarchal duties. This involves chief and commissioner in a fight with a group of ivory-smugglers, a thoroughly bad lot. Eventually the law-breakers will be tracked down and eliminated. In the meantime, there is plenty of time to study native and animal behavior.

It is easy enough to imagine how *West of Zanzibar* would have been handled by a Hollywood director. The hero, conceivably Robert Mitchum, would be an adventurer at loose ends with no special dedication to anything but his own advantages. He wouldn't be above taking a cut from the ivory-smugglers and his notion of the white man's burden wouldn't go beyond the square tarpaulin-covered boxes of supplies that the natives tote on their shoulders. The heroine, an Arlene Dahl type, would be the daughter of a visiting anthropologist, a beautiful high-minded girl, who has picked up quite a lot of the old man's special knowledge. It is indicated at once that the renegade hero is bewitched by her learning and beauty and will succumb to it in the end. Half-way through the film you can safely look for a violent interior climax, involving the girl, the hero, the natives, the ivory-smugglers, even the alligators, the flamingoes and the mother hippopotamus; for in the Hollywood film everything must be neatly and significantly related to everything else; there must be no loose ends left lying about when hero and heroine dissolve against a vast bonfire of African sunset.

Conceivably, both interpretations of the African theme are unrealistic: the one an anachronism, the other a fantasy. On the whole, however, *West of Zanzibar* is a good deal more acceptable than some of its brisker contemporaries.

I GOT round late to *Tit-Coq* and found it an unexpectedly touching film in which simple lives are handled without too aggressive a simplicity. It is over-long and it tends to drag sadly in the middle when Marie-Ange's change of heart must be explained and justified in a doleful series of overseas letters. The film version goes to considerable pains to clear up this point and unluckily the pains are more in evidence than the clarification. However, there is still Tit-Coq, with his passionate search for legitimacy, and Tit-Coq himself is enough to give the picture liveliness and solidity over most of its length. It is a fine part, shrewdly observed and wittily recorded by Gratien Gelinas, who wrote his own ticket and made sure the ticket was first-class.



COINTREAU

Liqueur

PRODUCED & BOTTLED IN FRANCE FOR 100 YEARS

GOODERHAM & WORTS LTD.
Canada Cement Bldg., Montreal
Please send "The Gourmet's Guide to Dining and Drinking"—FREE

Name.....

Address.....

City.....

Purchasers
and
Distributors
of
Government
and
Corporation
Securities

•

A. E. Ames & Co.
Limited
Business Established 1889
TORONTO
MONTREAL WINNIPEG VANCOUVER
VICTORIA CALGARY NEW YORK
LONDON, ENG.

LOBLAW GROCETERIAS CO. LIMITED

Notice is hereby given that a quarterly dividend of 37½ cents per share on the Class "A" shares and a quarterly dividend of 37½ cents per share on the Class "B" shares of the Company have been declared for the quarter ending November 30, 1954, payable on the 1st day of December, 1954, to shareholders of record at the close of business on the 3rd day of November, 1954. The transfer books will not be closed. Payment will be made in Canadian funds.

By Order of the Board.

R. G. MEECH,
Secretary.

Toronto, October 19, 1954.

SIMPSONS, LIMITED

COMMON SHARES

Dividend Notice

NOTICE is hereby given that a Dividend of twelve and one-half cents (12½c) per share on the outstanding Common Shares of the Company has been declared payable December 15, 1954, to shareholders of record as at the close of business on November 15, 1954. The transfer books will not be closed.

By order of the Board.

Frank Hay,
Secretary and Treasurer.

Toronto, October 22, 1954.

Chess Problem

By "Centaur"

LAST YEAR the British *Chess Magazine* published a Coronation Pageantry of problems, all by British composers, and a copy was sent to the Queen with expressions of loyalty, etc. Much admired was B. Harley's self-mate:

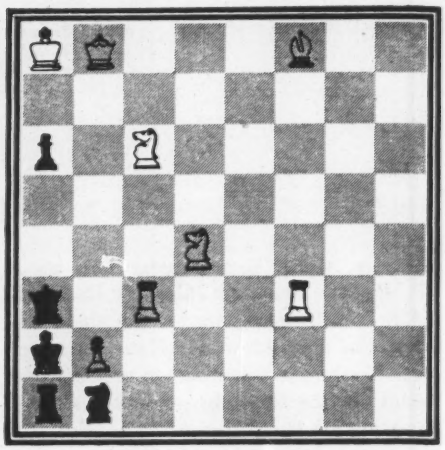
White: K on QKt1; Q on QR8; Rs on QB3 and KR5; B on K5; Kts on Q7 and KB6; Ps on QR2 and QB2. Black: K on QB3; Q on KR8; Rs on QKt2 and QKt5; B on KKt8; Ps on QKt7, QB2, QB5, KKt7 and KR7. Self-mate in three.

SOLUTION OF PROBLEM NO. 89.

Key-move 1.Q-Kt3, threatening 2.R-B6 mate. If P-B4; 2.RxR mate. If B-B4; 2.KtxB mate. If K-Q4; 2.R-Kt4 mate. If R-Q4; 2.Q-R3 mate.

PROBLEM No. 90, by N. A. Macleod.

Black—Five Pieces.



White—Eight Pieces.

White to play and mate in two.

Stagely Crafty

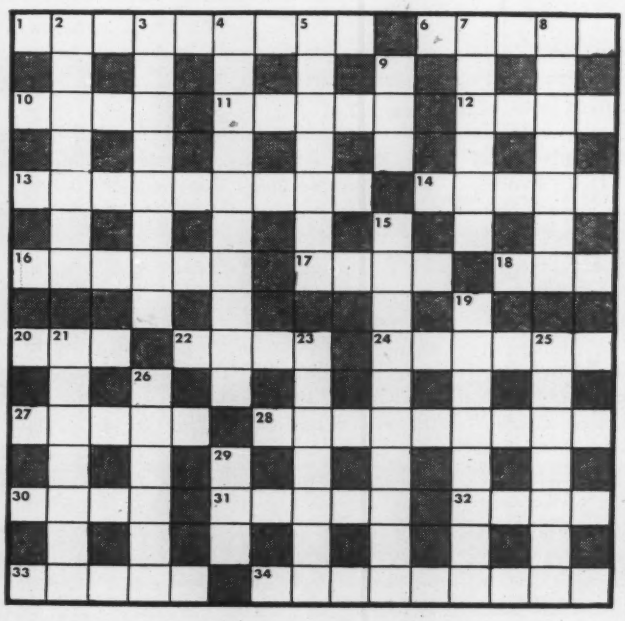
By Louis and Dorothy Crerar

ACROSS

1. 12. No doubt this Broadway attraction had a night dress rehearsal. (3,6,4)
6. Perhaps a month to live. (5)
10. See 29.
11. It seems matinees in France start earlier in the day than ours. (5)
12. See 1.
13. See 29.
14. That of "Porgy and Bess" was a tenement in Catfish Row. (5)
16. Moore, Fields, Kelly, as the three of the entertainment world. (6)
17, 32. To produce this, one would, presumably, have to float a company. (4,4)
18. It takes only half a minute to find an Indian. (3)
20. See 29.
22. Condition of Gilbert's wandering one. (4)
24. Diggers who ditch their work? (6)
27. See 30.
28. Heights of musical comedy scaled by a maid. (9)
30, 9, 27. Runyon's answer to "Major Barbara"? (4,3,5)
31. The children's Swiss maid of the 28. (5)
32. See 17.
33. Most satisfying things to put into sandwiches! (5)
34. Seen once a century in a vessel going to a bonnie place o' Burns? (9)

DOWN

2. Oh Rosie, what a state you're in! (7)
3. See 29.
4. Jazz free-for-all that might get the raspberry? (3,7)
5. In 1920, movie actors were merely going through these, naturally. (7)
7. Izaak Walton knew them all, no doubt. (6)
8. Did this woman in "Pinafore" get her name from a tramp steamer? (7)
9. See 30.
15. Predicting that Andover, Wiesbaden and Southport will each have one with which to finish. (10)
19. Smeared paint on a bed, top and bottom. (8)
21. Love up the 18. (7)
23. Hitler no doubt expected to find Russia so, in his quest for Lebensraum. (7)
25. Can vote for cash in Spanish America. (7)
26. I close it blindly! (6)
29, 13, 3. But it wasn't written by Jolly Rogers and Hammerstein. (3,7,2,8)
29, 20, 10. Did Romberg shed fresh light on musical comedy with it? (3,3,4)



Solution to Last Week's Puzzle

ACROSS

1. Chimney-pots
7. Boarder
8. Laconic
10. Extra
11. Hailstorm
12. Dared
14. Negro
15. Sea
16. Ina
18. Rapid
21. Sadie
23. Neckcloth
24. Brush
25. Ratline
26. Upsweep
27. Contestants

DOWN

1. Chapter
2. India
3. Nor
4. Yelling
5. Occasions
6. Seniors
7. Breadwinner
9. Comradeship
11. Hen
13. Direction
17. Ascetic
19. Protégé
20. Dah
22. Daubers
24. Bison
26. Ult

(338)

Business

Sound Advertising Plans Must Follow Research

By H. D. JOHNS

THE ANALYST of people's reaction to the appeals of salesmanship collects his basic data by means of indirect methods. It was noted in a previous article that the direct question tends to produce, a great deal of the time, a response that cannot be used. The indirect approach, then, is the one to examine if we want to know how this type of inquiry, or motivation research, is carried out.

Basically there are two variations of this indirect method. The first can be called the "Probe", and the second employs projective techniques.

The probe is used by the most skilful and competent of interviewers. This person, man or woman, is the typical "good listener". The interviewer's conversation is highlighted with "Well, what happened then?" and "Explain that to me in more detail", "Tell me more about that", "Go on" and so forth. This, if done with genuine interest, results in a long story which digs down deep into the thinking and feeling of the respondent.

The second method of obtaining interview data is by use of the projective technique. This is the arrangement of the interview in such a way that the person being interviewed projects his statements away from himself.

These techniques have two main characteristics. First, the test material is compiled so as to allow individual personality to be tapped freely without much limitation by the particular device being used. If there is an infinite number of ways of answering, the chances are that we can learn more about the answerer than if there were only two or three alternatives. Secondly, the purpose of the test is disguised or hidden. The respondent does not know what are the right, proper, or expected answers—nor does he know which part of him is being examined. This, of course, keeps distortion, resistance, repression and blocking to a bare minimum.

One of the ways in which this is done is by the use of the Sentence Completion Test. A set of pre-determined phrases is presented to the respondent, who is asked to finish them using whatever words he likes. These are examples taken from an investigation of magazine reading. The italicized portions were the key phrases; the response or completion is also given:

1. *The best thing about magazines is* the variety of the features.
2. *Running a house, you have to* know a lot about a lot of different jobs.
3. *The thing that makes me angry* is to have to wait to read the end of a serial story.

Looking at these responses we find a few interesting points. In the first, the finding is an obvious one if we know the magazine the respondent had in mind. In the second, the respondent indicates something of the importance and complexity of her job as a housewife. And in the third, she demands instant satisfaction of her curiosity.

Another device used in motivational studies is the Picture Association Test. This calls for the filling in of a cartoon balloon adapted to various subjective situations. For instance, there is the picture of a man, who could be any person, meeting a bum on the street. The bum says "Please sir, I'm dying for a cigarette". The situation here is "What would you say if you were faced with this experience?" Filling in the balloon in this cartoon projects attitudes that are less self-conscious than the replies to a direct question.

One other method frequently used is known as the "Q Sort". In this technique the response is forced unwittingly from the respondent. On twenty different cards there are individual statements regarding a particular subject which is being examined. The respondent is shown two cards at a time and is asked to select which one of the two comes closest to his or her thinking. Thus, in the first phase, ten cards are eliminated. In the second phase another five are dropped; in the third, two, and the final selection leaves the one that probably comes closest to the actual feeling of the respondent.

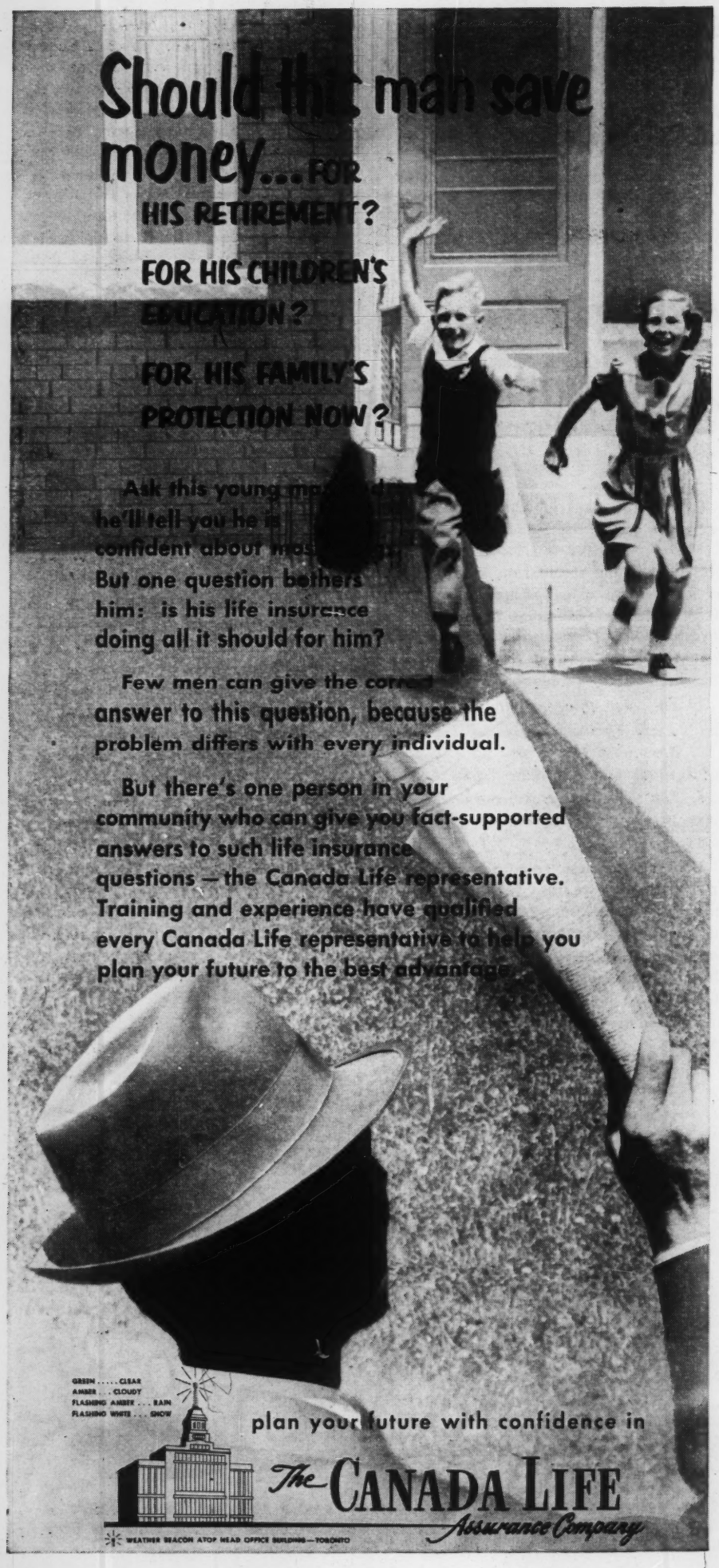
These are some of the methods used to obtain data. The final analysis, however, requires highly trained and skilled technicians. These are not mathematicians, or marketers, or business men. They are social psychologists who know what to look for and how to interpret the material.

There is a special application of this research in advertising. Advertising properly conceived, executed and communicated has a power to make people do something. Motivations may derive from psychological drives, or they may stem from outside sources. In any event, the problem of advertising is the problem of how to control these motivations, and how to use them, once isolated, in practical applications.

Mr. Johns is Executive Director of Canadian Market Analysis, Ltd. This is the second of two articles.

Make up a story about this situation — What's going on, how did it come about, how will it turn out? What kind of people are these; what kind of car could it be?

A projective technique: an example taken from a study of "Automobiles—what they mean to Americans". This survey was completed for the Chicago Tribune *by Special Research Inc.*


Should that man save money... FOR HIS RETIREMENT?
FOR HIS CHILDREN'S EDUCATION?
FOR HIS FAMILY'S PROTECTION NOW?
Ask this young man and he'll tell you he is confident about many things. But one question bothers him: is his life insurance doing all it should for him?
Few men can give the correct answer to this question, because the problem differs with every individual.
But there's one person in your community who can give you fact-supported answers to such life insurance questions — the Canada Life representative. Training and experience have qualified every Canada Life representative to help you plan your future to the best advantage.
GREEN . . . . . CLEAR
AMBER . . . CLOUDY
FLASHING AMBER . . . RAIN
FLASHING WHITE . . . SNOW
plan your future with confidence in
The CANADA LIFE Assurance Company
WEATHER BEACON ATOP HEAD OFFICE BUILDING—TORONTO

Advertising

A Matter of Color

By John Carlton

EVERY BANE has its antidote. A full-page advertisement in daily newspapers heralding a new nail polish that "stays on 3 to 5 days longer", has a small insert coyly placed in a bottom corner recommending a remover that will abolish the polish "quickly and neatly". Known as Hazel Bishop's long-lasting nail polish, the new product is recommended by housewives, secretaries and women in the United States. Eleven "flattering shades" are available to "go with your Hazel Bishop lasting lipstick". The line is left incomplete with no lipstick remover suggested.

Margarine Color

Largely because Canadian farmers are well-organized politically they have been able to carry on more than a running fight with margarine. They are permitted to add a touch of color to their butter as and when they think it advisable to do so; but woe betide the margarine manufacturer who seeks to gull the housewife by representing his product with a golden hue in a color ad! Allsweet margarine is shown on street-car cards, colored like a posy of buttercups, but a footnote adds that this appetizing shade is permitted only in Newfoundland and British Columbia.

Pills and Ills

Nothing pleases a manufacturer more than the discovery of a new use for his product. Sometimes this proves embarrassing. A generation ago a pill was advertised as a specific for many ills. People wrote to the manufacturer to say, in effect, "Since taking your pills my hair has improved in quantity and quality". Against the advice of his agency, the pill-roller ran an advertising campaign featuring this added merit of his product. More letters came in, but, as the writers complained that the pill was growing hair in the wrong places, the campaign was pulled out.

A toothpaste exported to Peru reached phenomenal sales in one territory. A special representative was dispatched to discover why. He found that the Peruvian natives in the district were using large quantities of the toothpaste as a sandwich spread. Members of the tribe were put wise and, incidentally, they were sold large quantities of tooth brushes —a sister product of the toothpaste.

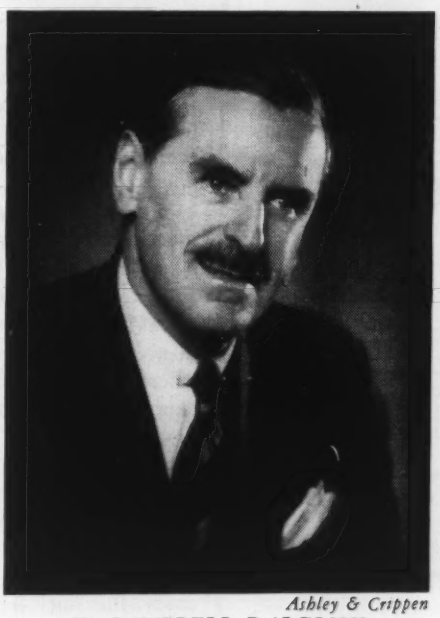
Who's Who in Business

Man of Precision

By John Irwin

PITNEY-BOWES of Canada is a relatively small company with a big job. Its principal product is a precision instrument called a postage meter, which in a single operation prints prepaid postage with a dated postmark and seals the envelope. Postage meters today account for about 37 per cent of Canada's postal revenues.

The president, K. Campbell Dalglish, who has been with the company since 1925 (only two years after Canada's metered mail system was originated) is a man of precision. His manner of speaking, the cut of his clothes and neatness of his office reveal preciseness; and his close-clipped moustache and slightly graying brown hair are part of the pattern.



Ashley & Crippen

K. CAMPBELL DALGLISH

Born at Ottawa just over 52 years ago, his early ambition was to be an architect, but he wound up as a mechanical draftsman with the American Bank Note Company in Ottawa and, later, in New York. In October, 1925, he joined the old Canadian Postage Meters and Machines Company, an affiliate of Pitney-Bowes Inc., as a salesman in his native Ottawa. He rose through the sales ranks to branch manager in Toronto in 1935 and to the post of vice-president and general manager in 1941. He succeeded Walter H. Wheeler, Jr., (who became chairman of the board) as president early this year.

Married in 1929, he lives with his wife (they have two children, a son and a daughter, and one grandson) in a comfortable house in Toronto's Rosedale, where "I like pottering about in the garden". He likes to relax "when I can" with books dealing with philosophy or biography, and may find time for an occasional game of golf.

Frustrated in his early ambition to become an architect, Mr. Dalglish (or Dal as he is known to close friends and business acquaintances) two years ago initiated an "artistic hobbies movement" by offering his employees facilities and instructors for free-time creative activities. Out of this grew an employee-organized PB Arts & Crafts Club which today, in Toronto, has nearly 50 per cent of the staff as active members who are divided into groups and whose main interests are drawing and painting, wood carving and music appreciation. Mr. Dalglish himself has turned out several commendable examples of the woodcarver's art.

In addition to woodcarving, Mr. Dalglish has a deep interest in natural history which led, some years ago, to a close association with the Federation of Ontario Naturalists. As chairman of the Federation's parks committee, he strongly urges "the preservation of areas for recreation and for the enjoyment of the out of doors" and is now campaigning to improve Metropolitan Toronto's park areas. On a recent trip to Europe he took an avid interest in London's parks and was "impressed by their cleanliness, order and size"—which gave grist for his Toronto campaign.

From spring to fall ("except when I am travelling across Canada, seeing some of our 14,000 customers and visiting our offices") he spends week-ends at his cottage at Smoke Lake in Algonquin Park "four hours from Toronto".

He is a former president of the Canadian Business Equipment Manufacturers Association, a past vice-president of the Sales Research Club and a member of the Board of Trade. He is also a member of the National Club and of the Granite Club.

Mr. Dalglish commends this recipe for success: "There are certain standards by which you should work. Learn the right things from the wrong. Set your sights on a target, let nothing deflect you and you will attain that target. It is also essential to develop kindness which is a sign of strength, for it takes courage and greatness to use it under all circumstances."

CHARTERED TRUST COMPANY

Your Will...

and two wise precautions

(1) Have your will carefully drawn by your lawyer.

(2) Name Chartered Trust as executor in that will.

Consult our experienced trust officers for advice and information. There is no obligation.

CHARTERED TRUST COMPANY

34 King St. West TORONTO

20 St. Clair Ave. West TORONTO

388 St. James St. West MONTREAL

BY APPOINTMENT
SCOTCH WHISKY DISTILLERS & BLENDERS
TO THE LATE KING GEORGE VI

EXTRA SPECIAL
GOLD LABEL
Bulloch Lade
SCOTCH WHISKY
Bottled in Scotland

BUY
CANADA SAVINGS BONDS

Canada's safest investment!

They earn 3¼% interest and are payable on demand at any time for their full face value.

Place your order now—
phone or write any of our offices
In Toronto—call EM. 6-8181

DOMINION SECURITIES
CORPN. LIMITED
Offices in principal Canadian cities

Communication problems?

modern business uses Private Wire Teletype

Talk in type with any one branch or call them *all* together for a round table conference . . . PW Teletype gives you confidential, *instant* communication, acknowledged or answered immediately . . . backed by the combined facilities of the two great country-wide telegraph systems, Canadian National and Canadian Pacific. Your business — any business — whether it has one branch or a hundred, can use PW Teletype profitably.

Our Communications experts will be glad to demonstrate how PW can work for you. There is no obligation.

CALL YOUR NEAREST TELEGRAPH OFFICE

PRIVATE WIRE Teletype SERVICE

CANADIAN PACIFIC | CANADIAN NATIONAL

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

Gold & Dross

By W. P. Snead

Sullivan Consolidated

ABOUT *20 years ago I purchased 400 shares of Sullivan Consolidated Mines at 60 cents. What are the prospects of this company as to market possibilities and increased dividends? — H. J. M., Killaloe, Ont.*

This company operates a producing gold mine in northwestern Quebec adjoining Siscoe. In addition it holds 1,551,693 shares of East Sullivan, a one-third interest in Federal Metals Corporation (East Sullivan holds two-thirds), participates, on the same basis with East Sullivan, in Quebec Copper Corporation, and holds 90 per cent of the issued capital of Quebec Lithium Corporation.

Earnings per share have been reduced from their high of 39 cents in 1951 to 28 cents in 1953 due to lower prices for base metals, and this year earnings and dividends will likely be lower. An improvement is expected next year as the Quebec Copper operation improves.

The chief speculative interest in the stock has been provided by the developments on the Quebec Lithium property where diamond drilling has established a deposit of high-grade lithium ore, presently estimated at 15 million tons. A five-year contract has been signed with the Lithium Corporation of America for the purchase of 200 tons of concentrates per day.

From the low of $1.65 marked in February, the stock has advanced to a recent high of $4.25.

It would appear that this broad advance has discounted a considerable part of the developments that have taken place, and, while the chart indications point towards a near-term objective of $4.75, it would appear to be time to consider taking your considerable profit and await an opportunity to repurchase on a reaction to around the $3.00 level.

Canada Cement

I HAVE *held shares in Canada Cement, that I purchased at 75, for quite some time. As the stock is now to be split four for one, I am wondering whether to take my profit now or hold on in the hopes of a further advance.— W. N. D., Toronto.*

This company is the largest Canadian producer, providing about 80 per cent of the cement used in this country. The remainder is mainly supplied by imports. With competition for the available market

increasing, if the price reductions announced by the company are any indication, it appears that 1954 results will at best be equal to those of 1953.

The final measure of any stock is, of course, its performance in the market and the chart here illustrates the movements that have taken place since 1953.

With the small present capitalization of 600,000 shares, CCT has always been a volatile performer. From the low of 72 marked in July of last year, the stock surged upwards in a series of broad swings to reach a high of 130½ in August. After three attempts to pierce this level, an extended reaction commenced, which was accelerated to the low of 119 on October 1 by the news that contractors would be

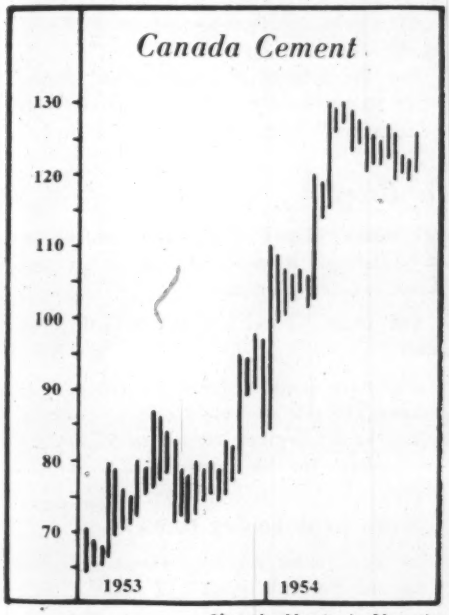


Chart by N. A. de Munnik

using American cement on the first contract to get under way on the St. Lawrence projects.

The recovery from this point was rather weak until the announcement of the stock split, and an increase in the dividend to $4.00, stimulated the sharp advance to 126.

The pattern the stock has been developing has changed abruptly from the upward sweep that was characteristic of its movements since the 1949 low of 20¼. This change in pattern, which is duplicated on a great many of my charts, is indicative of a change in trend, and it is noteworthy that, while the shares of major American cement companies, such as Alpha Portland, Lone Star and Marquette, have moved into new high ground, this one, despite the injection of good news, has failed to do so.

To make this a less threatening pattern, it would be necessary for the stock to cross 131 decisively. Such a move would set up an objective of 140-142.

Should it emerge from the bottom of the formation, the very volatility that

Argus

Convertible Preferred

Argus Corporation Limited is the largest individual shareholder of British Columbia Forest Products Limited, Canadian Breweries Limited, Dominion Stores Limited, Dominion Tar & Chemical Company, Limited and Massey-Harris-Ferguson Limited.

We offer as principals the new issue of

Argus Corporation Limited

$2.40 Cumulative Convertible Second Preference Shares
$50 Par Value
Price: ~~$50~~, to yield 4.80%

Convertible into 2 2/9 Common Shares for each Preference Share to Nov. 1st, 1959, and 2 Common Shares to Nov. 1st, 1964.

The Second Preference Shares, a legal investment for insurance companies in Canada, provide an opportunity to participate through the convertible feature in the future of these leading Canadian industrial companies.

Prospectus available upon request.

Wood, Gundy & Company
Limited
Toronto Montreal Winnipeg Vancouver Halifax
Saint John Quebec London, Ont. Hamilton Ottawa
Kitchener Regina Edmonton Calgary Victoria
London, Eng. Chicago New York

W&W EST. 1908

We recommend Canada Savings Bonds

Watt & Watt

6-8 Jordan Street, Toronto. Em 3-7151
BRANCH OFFICES: Fort William, Port Arthur, Geraldton and London, Ontario

MEMBERS
Toronto Stock Exchange
Montreal Stock Exchange
Winnipeg Grain Exchange
Investment Dealers Assn. of Canada

PRIVATE WIRES TO
Montreal
New York
Fort William
Port Arthur
London, Ontario
and Buffalo

Affiliate: Watt & Watt Incorporated
70 Pine Street, New York

Clarkson, Gordon & Co.
CHARTERED ACCOUNTANTS
Toronto · Montreal · Hamilton · London
Winnipeg · Regina · Calgary · Vancouver

THE Casualty Company of Canada
HEAD OFFICE - TORONTO
H. S. GOODERHAM, President
A. W. EASTMURE, Managing Director
AGENCY OPPORTUNITIES
IN SOME TERRITORIES THROUGHOUT CANADA

Twenty-Five Years After

A quarter of a century has passed since the great bull market of the "twenties" came to an abrupt end late in 1929. How do conditions today compare with those of twenty-five years ago? Are stock prices again out of line with intrinsic values?

For a discussion of this subject, and others of interest to investors, write for a copy of our October Monthly Bulletin.

Ross, Knowles & Co. Ltd.

MEMBERS:
The Toronto Stock Exchange
The Investment Dealers' Association of Canada

25 ADELAIDE ST. W. TORONTO
EMpire 8-1701

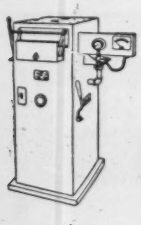
THE ROYAL BANK OF CANADA

Dividend No. 269 and Bonus

Notice is hereby given that a dividend at the rate of THIRTY-SEVEN AND ONE-HALF CENTS per share for the current quarter and a bonus of TEN CENTS per share for the year ending November 30, 1954 upon the outstanding capital stock of this bank be and the same are hereby declared payable at the bank and its branches on and after WEDNESDAY, THE 1ST DAY OF DECEMBER, 1954, to shareholders of record at the close of business on the 30TH DAY OF OCTOBER, 1954, shares not fully paid for by the 2ND DAY OF AUGUST, 1954 and shares not subscribed for until after that date to rank for the purpose of the said dividend to the extent of the payments made on the said shares and from the dates of the respective payments.

T. H. ATKINSON,
General Manager

Montreal, Que., October 19, 1954



Small Oven Furnace
for heat-treatment of tools and dies

ask for bulletin No. 10E

Wayne Forge & Machine Company Limited
756 Adelaide St. W., Toronto

helped carry the stock upwards will be the decisive factor in reverse and the first support level available is that centred on 105. Projection of the downtrend could easily carry the price down to a test of 90.

With the news of the stock split "out", little prospect of a worthwhile increase in the dividend rate in the future, and earnings per share likely to remain close to the $6.97 earned in 1953, I would suggest that you take your profit and switch your capital into a less volatile and higher yielding security. If you elect to continue to hold your position, a "stop loss" order at 118 is suggested.

Durocher Uranium

I BOUGHT *Durocher Uranium at 50 cents, with the lure that this new stock could go up to ten times its starting price. Do you think it will?—F. A. C., Montreal.*

From the limited amount of information available on this company, it appears to be one of those promotional issues where enthusiasm exceeds facts.

It holds a property on Laird Island in the Beaverlodge area and the few reports that have appeared indicate a showing of uranium.

The possibility that this stock could sell at ten times its starting price depends as much upon the efforts of the underwriters to market the stock as upon the drilling results. Until drilling develops a commercial ore body, the prospects of the stock selling at $5.00 should be listed under the sections marked "long-shots" and "subjects for prayer".

Inspiration Mining

WOULD YOU *comment on Inspiration Mining & Development Company. I paid $3.00 for my stock. — D. F. C., Toronto.*

The chief interest in this company has been supplied by the activities of the subsidiary, Beaucage Mines, which is exploring columbium-tantalum-uranium properties on a group of islands in Lake Nipissing.

The latest reports indicate that a solution has been found to the difficult metallurgical problem provided by the complex ore. It is reported that a leaching process has been worked out that will provide an economic means of making a concentrate of the columbium content of the ore.

The company now proposes to build a pilot mill at North Bay which will handle 50 tons per day.

Shaft sinking is underway with an objective of reaching the 450-foot level by the end of the year.

This shaft will be in the Newman zone, where recoverable ore is indicated, at the present time, 3,238,000 tons, averaging 0.54 per cent columbium pentoxide and 0.04 per cent U308.

Since we last commented on this stock (June 26), the market action of the stock has been confined to a narrow range between $2.00 and $2.40. Since September, a series of lows has been made on the $2.10 mark and it appears that accumulation is taking place at this level, while distribution above $2.30 has been equally effective in blocking each attempt to generate a strong rally.

Until the stock breaks out of this narrow track, it is impossible to estimate which force will eventually prevail.

A drive through $2.50 might carry the price up to a test of the distribution level above $3.00 which formed the top of the move from the October, 1953, low of $1.40, while, conversely, a spill through $2.00 might develop into a test of $1.40 again.

For the present it would seem worthwhile to continue to hold your stock with a "stop loss", placed at $1.95.

In Brief

WHAT *should I do with shares of Glenora Mines? Are they of any value?—L. P., Toronto.*

Sell them. There's a big bid of three cents.

I BOUGHT *some Federated Petroleum at around $10 per share. Would you advise selling at the present market of $3.50-4.00 or holding for an advance?—T. R. B., Barrie.*

Seems worth holding here.

DO YOU THINK *Fleming Mines are ever going to be any good? I have 2,000 shares that cost me 15 cents.—Mrs. W. G. S., Montreal.*

The property was sold to Rainville Copper for 774,216 shares. Rainville is quoted at 15 cents, which gives you a value of about five cents.

I HAVE *1,500 shares of Maree Uranium. Has it any future? Would you advise buying more at five cents?—C. A., Hamilton, Ont.*

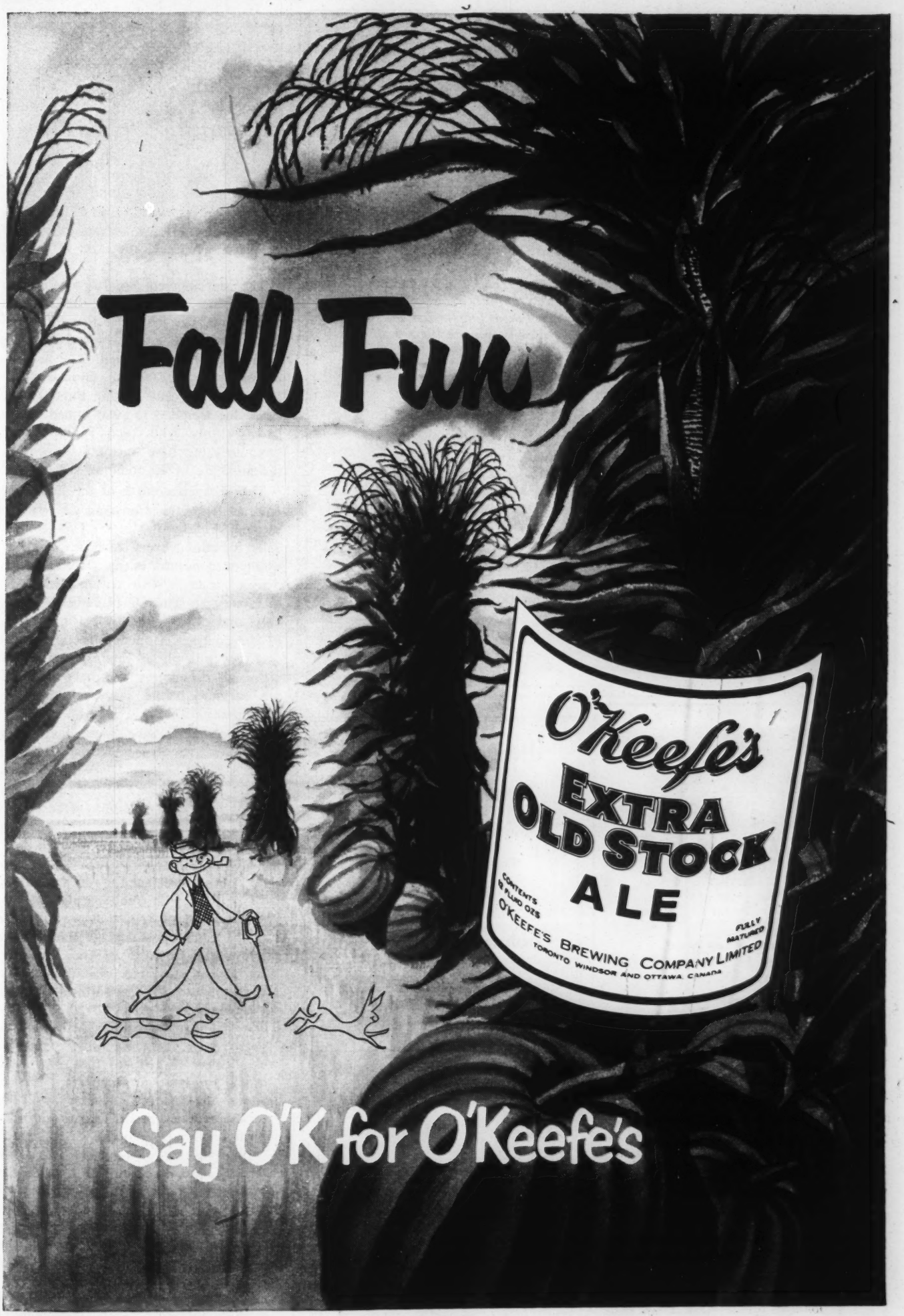
Better sell what you have.

I AM *considering buying shares of Clear Petroleum at five cents. Would this be a good investment?—M. B. C., Detroit, Mich.*

The possibility of a company so small getting anywhere in so costly a business as oil prospecting is so faint that it must be listed with the 1,000 to 1 bets.

I WOULD *appreciate your views on Canada Radium Corp., offered at 34 cents. I note an underwriting of 200,000 shares at 10 cents and options on a further 1.1 million shares at 12½ to 25 cents. To me it appears to be just another of those to read about.—M. I. C., Regina.*

How true.


Fall Fun
O'Keefe's
EXTRA
OLD STOCK
ALE
CONTENTS
12 FLUID OZS
FULLY
MATURED
O'KEEFE'S BREWING COMPANY LIMITED
TORONTO WINDSOR AND OTTAWA CANADA
Say O'K for O'Keefe's

CANADA

SAVINGS BONDS

Because they can be *cashed at any time at full face value*, plus earned interest, Canada Savings Bonds are the safest investment you can make. They are *always worth what you pay for them.*

The 9th Series of Canada Savings Bonds, now on sale, earn interest at the rate of 3¼% for 12 years from November 1, 1954. You can buy them in amounts of $50, $100, $500, $1,000 and $5,000. They can be bought for cash or by monthly instalments.

Order your Bonds from us now. Write or telephone and say what amount you wish to buy. We will send you application form immediately and take care of the remaining details.

McLEOD, YOUNG, WEIR & COMPANY
LIMITED

50 King Street West, Toronto
Telephone: EMpire 4-0161

276 St. James Street West, Montreal
Telephone: HArbour 4261

Ottawa Winnipeg London Hamilton Vancouver
Calgary Kitchener Quebec New York

CANADIAN INVESTMENT FUND

Ask your Investment Dealer or Broker for prospectus.

CALVIN BULLOCK
Ltd.

Dominion Equity Investments Ltd.

A mutual investment fund

Prospectus on request.

Cochran, Murray & Co.
Limited

Dominion Bank Bldg., Toronto

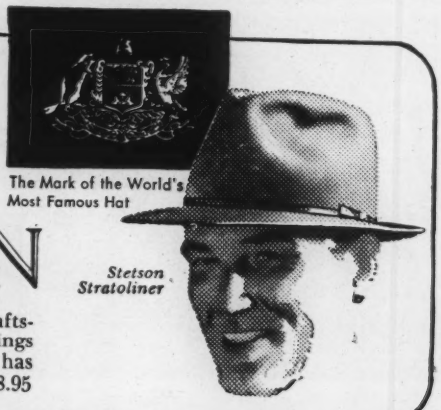
Hamilton Kitchener London

More people wear Stetson Hats than any other brand!

because

STETSON

offers *most* in quality, style, craftsmanship and all those other things that represent value — and has done so for 90 years. From $8.95



Bonds

Uranium Debentures

By J. Ross Oborne

TODAY WE ARE LOOKING at the world of tomorrow and in Canada the first important steps are being taken that herald a new age, the age of nuclear power.

The development of uranium in Canada has gone beyond the stage of speculation. The first large issue of debentures to finance uranium production has been successfully marketed. The first was an issue of $19,500,000—Gunnar Mines Limited 5 per cent Sinking Fund Debentures due October 1, 1960 issued at 100 and carrying with each $1,000 debenture, stock purchase warrants allowing for the purchase of 40 common shares.

The primary strength of the issue is its contract with the Canadian Government through Eldorado Mines. This contract calls for the delivery of $76,950,000 of uranium concentrates by October, 1960. This contract is also reasonably flexible in relation to schedule of deliveries, wage costs and other matters. During the life of the contract, Gunnar officials estimate that they will pay all interest charges and retire all debentures and have left total net earnings before taxes, of over $18 million.

The debentures have the attributes of an investment and a speculation. The investment is the debenture bearing 5 per cent interest, a call feature of 105 and a first sinking fund call of 102½. This sinking fund is scheduled to retire all the debentures by maturity, so many each year. Thus many of the investors will have their debenture called for redemption and will be left with the speculation. The speculation is, of course, the warrants to buy the common shares at certain fixed prices during the life of the debenture. This call on the stock or "future" gives the owner excellent possibilities for capital appreciation.

The Gunnar Debentures with warrants attached have a trading range since they were issued of 101 to 108. Buying is coming in now in size from foreign sources and many Canadians are being tempted by quick profits to part with their debentures.

Following the Gunnar issue came another, somewhat similar. An issue of $6 million Pronto Uranium Mines Limited 5 per cent Sinking Fund Debentures due December 1, 1960 at 100 was heavily oversubscribed. This time foreign buying came in rapidly and pushed the issue up to 107 a few days after it was sold.

Perhaps a comparison of these two

issues in relation to their points of dissimilarity would serve to bring out some of the salient features of both.

First of all the warrants differ. Gunnar's are at ascending prices for the full life of the debentures, and represent at the first price of $10, $400 of stock per $1,000 debenture. Pronto's are exercisable at one price of $5, good only until June 30, 1958 and represent only $300 of stock per $1,000 debenture. Pronto warrants are exercisable immediately, while Gunnar's are not valid until April, 1955.

One of the big differences in these two issues is their variance in the total amount of money raised. Both companies plan to build mills of approximately the same size—Gunnar's 800 tons to 1,250 tons per day, Pronto's 1,000 to 1,500 tons per day.

Why should one company raise $19,500,000 and the other only $6 million? Gunnar's properties are located in the Beaverlodge area of Northern Saskatchewan, while Pronto's are in the Sault Ste. Marie area, Ontario. The greater distance means higher transportation costs, aircraft, landing fields, special equipment and high inventories due to delays in supply. Even so there would still appear to be rather a wide variance to be accounted for. In the case of Gunnar, the description of the issue in the circular itemizes in detail the anticipated expenditures while that of Pronto groups the estimates under a few headings. Among those of Gunnar is a large item of "contingency reserve".

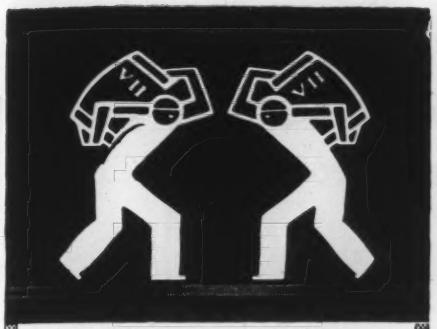
Differences in ore structure exist. Gunnar's operation will be "open pit" until 1960 while Pronto's will be "underground" from the start. A 575-foot shaft has already been sunk.

Difference in Earnings

Estimated earnings of the two companies show marked differences.

Gunnar estimates its total net operating revenue for the years 1956 - 1960 at sufficient to cover debenture interest 13.1 times while that of Pronto for the same period is estimated to cover its debenture interest 22 times.

The Gunnar issue and the Pronto issue are no doubt the first of many. Until these Companies actually come into production, however, we can only guess at how close the estimates of earnings are going to be. Perhaps a factor to consider in a new venture is the advisability of providing too much capital rather than not enough. One thing does appear certain and that is that the Canadian Government is doing everything in its power to promote the production of uranium. It appears unlikely that any contracts would be entered into unless it was anticipated that they could be satisfactorily completed. Nothing would discourage further development more than for the first ventures to be unprofitable for investors.



JOHN JAMESON

★ ★ ★

WHISKEY

NOT A DROP IS SOLD TILL IT'S SEVEN YEARS OLD

Every drop is matured at least 7 YEARS in oak casks.

Try John Jameson with water or soda — in a Whiskey Sour — or an Old Fashioned.

"IT'S DELIGHTFULLY DIFFERENT"

CONVERTIBILITY IN 1955?

U.K. . . . Europe potential markets

Nine years London Manager MacLean-Hunter Pub., Co. Ltd., Four years representing Consolidated Press, Ltd., Toronto. Formerly held executive posts in Canada. Worldwide traveller, efficient organizer, sales promoter and contact man. Seeks U.K.—European representation. Would consider any interesting proposition. Write:—G. J. Jessup, 16, Evelyn Mansions, Carlisle Place, London, S.W.1, England.

SNP

Complete Production Service on your Advertising and Publication Printing

Saturday Night Press

71 RICHMOND ST. W., TORONTO

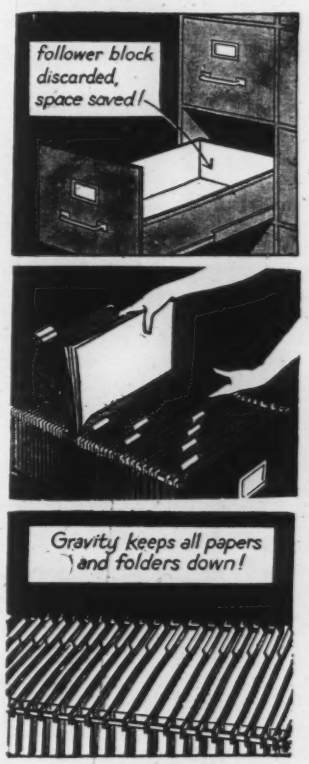
Cut filing costs by 50%

with

Oxford

PENDAFLEX

HANGING FOLDERS



Files that have tabs visible *all* the time make it easy to put your finger on the *right* one in a flash! The PENDAFLEX system of hanging folders and adjustable tabs, cuts filing costs by 20 to 25%, and enables you to redirect saved labor into other more useful channels. No new drawers are required to instal PENDAFLEX—the ultimate in systematic filing.

THE LUCKETT LOOSE LEAF LIMITED

11 CHARLOTTE ST., TORONTO

Montreal · Winnpeg · Vancouver

"GET IT FROM YOUR DEALER"

EATON'S

BURNISHED BLACK PERSIAN

FOR
YOUNG
CONTEMPORARIES

Smart seasoning for spirited winter days and nights . . . black-dyed Southwest African Persian Lamb, the modern durable Persian lamb, lighter in weight, more lustrous . . . Here, the long and the short of it in new casual designs, showing fashion's larger collars, smaller cuffs . . . both exclusive with Eaton's in Canada.

EATON'S . . . CANADA'S LARGEST RETAIL ORGANIZATION . . . STORES AND ORDER OFFICES FROM COAST TO COAST

women

THE WIMODAUSIS CLUB, *Toronto, plans a unique "Antique and Treasure Mart", when some 40 exhibitors will display antiques and gifts at Casa Loma, Nov. 8-11. Proceeds are for the Earlscourt Children's Home. Birks are showing some 75 pieces of early Canadian silver from the Henry Birks Collection. Included are the pieces photographed here, above. The sauce bowl is by Paul Morand (1819-36) of Montreal; the three-piece wine set was sold in 1858 by the Savage firm of Montreal. The appearance of such firms marks the decline of the old craftsmen who sold their own work direct to their customers.*

Photos: Bloom

Conversation Pieces:

IT MAY BE TOO EARLY for parents to think about Christmas toys. However, the retail trade has been as busy as Santa Claus for months and has its shelves stacked and ready. Toys this year will be larger, richer and more complicated than ever. Guns will be more realistic; holsters will cost $10.95; fire engines will race under electronic control to make-believe fires and dolls can be wound up to give recitation programs.

Will toys of this type encourage the gangster, the arsonist and, worse still, the stage-mother latent in the six-year-old child? These are problems the progressive parent is free to worry about all the year round.

THE LATE AGNES MACPHAIL will be remembered a long time for the independent spirit and quick tongue with which she enlivened, and sometimes disconcerted, both Federal and Provincial parliaments.

The Elizabeth Fry Society, Toronto branch, is now working for a more definite memorial to the country school teacher who blazed the trail up Parliament Hill. Miss MacPhail was not only a ready politician, but a woman of profoundly compassionate spirit and a great part of her life, in and out of Parliament, was devoted to changing the conditions of women prisoners in Canada. So the memorial will take the form of a scholarship to be awarded to a student of social work interested in the problems of the probation and rehabilitation of prisoners. Contributions should be sent to the Agnes MacPhail Memorial Scholarship Fund, 344 Jarvis St., Toronto.

WE CONTINUE TO FOLLOW with interest, though considerable bewilderment, the ups and downs in the life of Mrs. Bobo Rockefeller, beneficiary of a $5 million divorce settlement from Winthrop Rockefeller.

A recent report told of Bobo's loss and fortunate recovery of her $35,000 engagement ring. "I had just got it out of the Provident Loan Co.," Bobo told reporters. "It's my only valuable piece of jewellery."

Someone commented on her pearl bracelet and earrings, and Bobo said sadly, "Just costume stuff; $22.00 at Macy's." This puts Bobo a long way below the two luxury brackets of America—the wild mink and real pearl trade, and the slightly lower ranch mink and cultured pearl group. It even brings her within measurable distance of our own luxury grouping. (Costume stuff; $1.98 at Woolworth's.)

AS A NOTE on British distraction, there is the case of Mrs. Gladys Lloyd, a Bristol housewife, who used her washing-machine as a private savings-bank, then thoughtlessly tossed in the wash, turned on the current and reduced £80 to shreds. The Bank of England came to the rescue and pieced together £54. The remainder, in case you are interested in Mrs. Lloyd's investment method, is the owner's loss.

Katherine Roy, Montreal

KATHERINE ROY is a Montreal writer whose first novel, *Lise*, has already run to three editions. It was published last September by McClelland & Stewart.

Mrs. Roy says it is not autobiographical, although its European and Canadian settings are well-known to her. Married at 18, she accompanied her young husband, Pio de Fonville Ethier, to Europe where he continued his chemistry studies. Their daughter was born in Berlin.

They travelled extensively, even managed a trip around the world on a friend's yacht. In the mid-thirties they returned to Canada. Montreal friends persuaded Katherine to become editor of a new magazine, *Beau*. "Innocently and with more enthusiasm than either knowledge or common sense, I accepted," Mrs. Roy says. She and an assistant were practically the whole magazine. The second year it made money but folded, due to the War.

In 1941 her husband died. Two years later she married Philippe Roy, son of Canada's first minister to France.

Mrs. Roy's father, a doctor, took his bride to settle in San Domingo, "where I joined them", but the family returned to Canada while Kitty was still a baby. Her uncle, the Rt. Hon. Lord Morris, was a prime minister of Newfoundland.

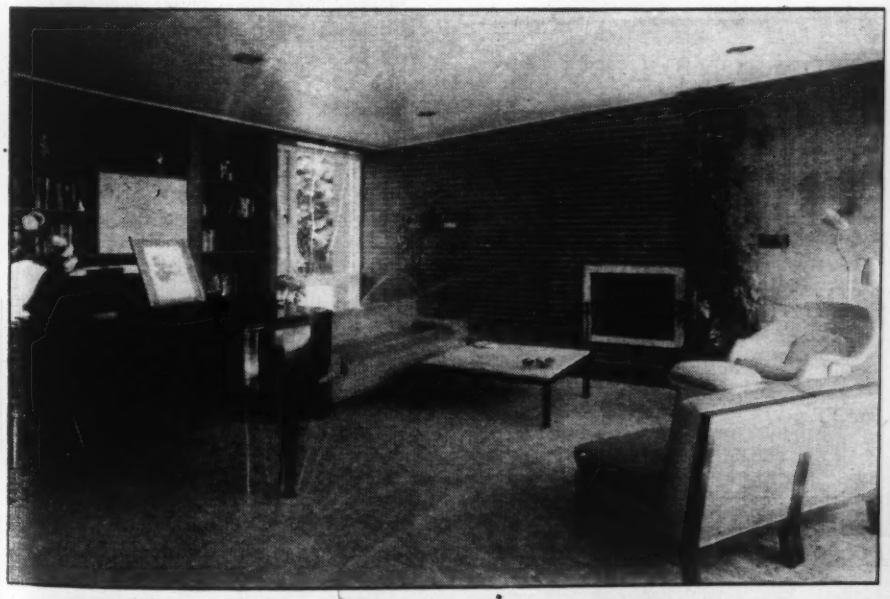
ABOVE *is a studio portrait of Katherine Roy, author of* Lise. *At the left is an informal family group of Mrs. Roy with her daughter, Mrs. Brock Clarke, and her two grandsons, David (1) and Brian.*

Photos: Zavov

THE QUARRY TILES *of the entrance hall provide a contrast to the white ceilings and mahogany woodwork of the hall and the livingroom beyond. Stools are white satin with a silk rib.*

The Winnipeg Home

of Mr. and Mrs. David Slater



THE LIVINGROOM *has a most unusual fireplace arrangement. The chair and stool, in right background, are in chartreuse cord; the twin chairs (foreground) are in black and yellow; the sofa is white and the coffee table top is made of Travertine marble. The Slater home was built in 1952. It was one of the homes opened for a recent architectural tour, arranged by the Women's Committee of the Winnipeg Art Gallery Association.*

JUST A LITTLE . . .
MAKES STEAKS
a connoisseur's
delight!
Steaks, chops, roasts, etc., taste so much *better* seasoned with Lea & Perrins. So take a tip from famous restaurants: keep a bottle on the table . . . *and* use it in your cooking too!
LEA & PERRINS
SAUCE
LEA&PERRINS
THE ORIGINAL WORCESTERSHIRE
Sauce

Letters

Public Discomfort

HOW MUCH longer are we going to be content in this country to go to concerts and plays and endure the discomforts of the accommodation provided? No wonder TV sets are in such demand. At least their owners can watch from the comfort and warmth of an easy chair. But in our two biggest cities we suffer the embarrassment of having the world's finest artists come to sing, to dance or to act and having to house their performances in an arena or a forum.

These are excellent buildings, well suited to the athletic events for which they were designed. Indeed, to go to the opera or the ballet in them is in the nature of a considerable athletic feat. You have to have the wind of a long-distance runner to climb to their cheapest seats (which are none too cheap at that), the endurance of a flag-pole sitter to perch on their narrow benches, the constitution of a hockey-player to survive their draughts and the vision of a marksman to see what is going on on stage. Individual performances are lost in the vast distances; the largest orchestra sounds thin or echoes annoyingly; whatever subtlety of character is shown in facial expression never gets beyond the footlights.

Montreal GERALD FILEY

A Debt Paid

SOME TIME AGO one of your advertisements showed a picture of an interview between a personnel officer and an applicant for a position. The applicant is dressed in a striped suit and under the picture is the caption: "Would you hire this man?" The body of the advertisement makes it quite clear that the Corporation offers its services to employers by ensuring them against losses committed by honest employees, who may subsequently become dishonest in their job situation. An impression, however, is likely to be left on the average reader that no one in his right mind would employ a person who has had any known connection with the processes of law and punishment.

For many years now, the John Howard Societies and other persons interested in the rehabilitation of ex-prisoners have been fighting desperately to overcome public prejudice in regard to the employment of such persons. In spite of the general belief to the contrary, there are many men being released from prisons across this country who are determined to live a law-abiding life. If, however, normal employment opportunities are barred to them by reason of public prejudice, the chances for successful rehabilitation are not only slight but impossible. I am quite sure that many of your readers will agree with me that once a man has "paid his debt" (if I may use the cliché) he should not be unfairly discriminated against. There are many ex-prisoners who, in spite of almost insuperable obstacles, have made good; there are many others who will do so if society will only give them a fighting chance.

Toronto JOSEPH MCCULLEY,
President, Canadian Penal Assoc.

The Quebec Affair

MR. ST. LAURENT'S claim that he wants to create a powerful and united Canada now sounds very much like an effort to appease the Provincial Governments, other than Quebec. More than half of these have grudgingly accepted, as temporary measures only, those very unsatisfactory tax agreements that have been practically forced upon them by the Federal Government.

Mr. Stevenson tries very hard to place Mr. Drew in a disadvantageous position regarding the Quebec situation and fails to mention that on two or more occasions in the House, Mr. Drew stated his policy in the matter of tax agreements was that they should be dealt with at an early date by a Dominion-Provincial Conference. Now, after many ill-conceived remarks by Prime Minister St. Laurent, it looks as if Mr. Drew's suggestion of a Conference is to be carried out.

Napanee, Ont. WILFRED S. WILSON

MR. GERARD BAILLARGEON says that Mr. Duplessis is fighting a battle not only for his own province, but for all the provinces of Canada. We doubt the value of his efforts, and cannot think of him as an emancipator.

The other nine provinces have their own leaders who do not seem alarmed. Nor is the central government looked on as an overpowering bureaucracy. . .

Vancouver N. W. HUNTLEY

IT SEEMS incredible that any reader of SATURDAY NIGHT (therefore, we must assume, an intelligent person) could seriously suggest that Premier Duplessis of Quebec is the White Knight breaking a lance for Canadian unity . . . All the facts show that he is a skilful manipulator of racial and religious prejudices, not caring a whit about the fate of the other provinces . . .

Saskatoon FRANK OSTROWSKY

Ulcers

SURELY the long arm of psychiatric cause and effect was never stretched farther than in Dr. Brock Chisholm's recent statement that a belief in Santa Claus resulted in ulcers in later years. If that were so, ninety-nine per cent of the population of North America would be thus afflicted. . .

In this mechanical and materialistic age the faculty of wonder and the imagination is becoming almost extinct, hence the saying that most poets die before they reach the age of ten. Dr. Chisholm cannot be ignorant of the fact that truth exists on two levels, literal, factual truth and poetic truth. Santa Claus . . . belongs to the second order, along with Shakespeare, Shelley and all the other great creators of forms more real than living man, nurselings of immortality . . .

Vancouver R. D. MANNING

INDEX

	PAGE
AUTOBIOGRAPHY OF AN ENGINEER	20
BOOKS	18
BUSINESS	29
FILMS	27
GOLD & DROSS	32
LETTER FROM MONTREAL	9
OTTAWA LETTER	12
SIR WINSTON CHURCHILL	5
WOMEN	39

SATURDAY NIGHT
ESTABLISHED 1887
VOL. 70, NO. 5 WHOLE NO. 3209

Editorial Board, Robertson Davies, J. A. Irving, E. J. Pratt; Editor, Gwyn Kinsey; Managing Editor, Herbert McManus; Associate Editor, Willson Woodside; Production Editor, John Irwin; Financial Editor, W. P. Snead; Women's Editor, Margaret Ness; Assistant Editor, N. A. de Munnik; Assistant to the Editor, Fern Rahmel; Contributing Editors, Jim Coleman, Robertson Davies, Paul Duval, Max Freedman (Washington), Hugh Garner, Hugh MacLennan (Montreal), Beverley Nichols (London), Mary Lowrey Ross, Lister Sinclair, John A. Stevenson (Ottawa), Anthony West (New York). Advertising Sales Manager, Lloyd M. Hodgkinson. Subscription Prices: Canada $4.00 one year; $6.00 two years; $8.00 three years. Great Britain and all other parts of the British Empire add $1.00 for each subscription year to Canadian price. All other countries add $2.00 for each subscription year to Canadian price. Newsstand and single issues 10c. Authorized as second class mail, Post Office Department, Ottawa. Published and printed by Consolidated Press Limited, Birks Building, Montreal, Canada. Editorial and Advertising Offices, 73 Richmond St. W., Toronto 1, Canada. President and Publisher, Jack Kent Cooke; Vice-Presidents, Hal E. Cooke, Neil M. Watt, E. R. Milling; Assistant Comptroller, George Colvin; Secretary, William Zimmerman, Q.C.; Director of Circulation, Gordon Rumgay; Director of Manufacturing, E. M. Pritchard. Representatives: New York, Donald Cooke Inc., 331 Madison Ave.; Chicago, Fred R. Jones & Son, 228 S. Lasalle Street; Los Angeles, Lee F. O'Connell Co., 111 North La Cienega Blvd., Beverley Hills, Cal.; Vancouver, John N. Hunt & Associates, 198 West Hastings Street; London, England, Dennis W. Mayes Ltd., 69 Fleet Street, E.C.4.

Princely Refreshment

friendly relaxation calls for the added
pleasure of this fine old Canadian whisky
—PRINCE REGENT

say [redacted] *for Princely Refreshment*

FINEST PRODUCT OF GOODERHAM & WORTS G&W CANADA'S OLDEST DISTILLERY

54P-4

"25,000,000 miles a year on tires with TENASCO* cord!"

...P. SMITH, *President, Smith Transport Ltd., one of the largest truck fleets in Canada.*

"Last year our big fleet of heavy duty trailer trucks rolled up a total of more than 25,000,000 rugged, tire-punishing miles," says Mr. Smith. "Most of these vehicles were equipped with TENASCO cord tires; in fact, we have used tires with TENASCO cord ever since they came on the market. In a major transport operation like ours, tires must be able to take a real beating — performance of TENASCO cord has been such that we have consistently bought tires with this cord over a period of many years."

Nowadays, in Canada, the cord fabric in approximately 90 per cent of all passenger and heavy duty truck tires is made with Courtaulds' TENASCO Tire Yarn.

Courtaulds (CANADA) Limited

PRODUCERS OF TENASCO*—VISCOSE YARN—VISCOSE STAPLE FIBRE

Head Office and Plant: Cornwall, Ont.

*Regd. Trade Mark.